The thesis “Gender stereotypes in the communication of retail chains on Facebook” deals with the topic of gender stereotyping in the Facebook network. In the theoretical part of the thesis, the theoretical foundations are analyzed. The introductory part of the thesis introduces new media, their theoretical basis and history, and then defines the social network Facebook, on which this work focuses. The thesis focuses on gender and gender stereotypes, specifically the gender stereotyping of women. The aim of this thesis is to transfer the outlined theoretical basis, which focuses primarily on new media and gender stereotypes, into practice and to analyze the presence of female gender stereotypes on Facebook pages on the Czech market that primarily target the female audience. Specifically, it is examined whether and how retail chains use female gender stereotypes to communicate, frequency and what types of female stereotypes are most common, and whether the use of gender stereotyping of women changes over time. At the same time, the work also focuses on women's autostereotypes, specifically how women respond to the presence of female gender stereotypes in Facebook communication and whether there is a visible difference from communication without using gender stereotyping of women.