

The Bachelor thesis „Female political candidates marketing: Women in general election's campaigns 2017“ deals with the appearance of female candidates in the election campaigns on the example of the campaigns of the parties before the elections to the Chamber of Deputies of the Czech Parliament in the year of 2017. In the theoretical part, this thesis outlines the main barriers to a balanced representation of men and women in the politics. It introduces the state of representation of women in the Czech post-revolutionary politics in general, then describes the development of women's representation in the lower chamber of parliament from 1996 to the present. Furthermore, the thesis describes the gender stereotypes that politicians face the most often, such as attributing special competences or incompetences on the basis of their gender, highlighting their family or maternal roles at the expense of their professional abilities or imposing emphasis on the appearance and clothing of the candidates. Part of the work that has a practical character analyses the election campaigns of the strongest parties in the elections to the Chamber of Deputies in 2017, in terms of presence, meaning the frequency, and the method of displaying their female candidates in them. The analysis relates to selected campaign mediums, which were used by all the aforementioned parties, i.e. electoral materials, election spots and television debates of candidates. The task of the thesis is to answer the question whether female candidates in the Czech election campaigns are, because of the gender stereotypes, displayed less or differently than male politicians.