

This diploma thesis deals with the analysis of the transformation of feminist discourse in mainstream superhero comics, specifically in the titles Ms. Marvel published in the years 1977 and 2014. These two comic book titles are published under the same name, but with two different main heroines. The theoretical part of this thesis briefly defines the term “comic book” and then maps the historical development of female characters in comics, with emphasis on their roles in the narrative and visual representation. Further, are explained the theoretical backgrounds of gender stereotyping, feminist waves, intersectionality and male gaze. Critical discourse analysis is described in the chapter dealing with methodology, with a focus on the historical-discourse approach to the analysis according to Ruth Wodak. The analytical part of this thesis examines the selected sample based on the set researched questions. The results are interpreted in the context of different feminist waves and both common and different features of feminist discourse are identified.