Annotation

This diploma thesis discusses the image of menstruation in the mass media and in user generated content. Menstruation is a biological process that is essential for reproduction. It not only plays a specific role from the biological point of view, but also from the cultural aspect. Menstruation has remained a taboo and been stigmatised for many years. Today this topic is no longer completely taboo, but some stigma and stereotypes remain.

This diploma thesis is based on the theory of social construction of reality, where the mass media is considered one element involved in the construction of this reality.

The aim of this work is to analyse the image of menstruation in the mass media created by professionals and compare it with the image of this topic in user generated content created by the public on social networks. Two research methods are used to obtain a comprehensive view of the specific issue – a quantitative content analysis and qualitative framework analysis.

The quantitative content analysis is used to establish the frequency and occurrence of the topic of menstruation within mass media. The framework analysis is used to establish how this topic is represented and framed in the mass media and in user generated content.