Abstract (in English):

This thesis deals with menstrual stigma in advertising of menstrual products. First, the theoretical basis for stigma associated with menstruation is presented and then several articles are described that dealt with the analysis of advertisements for menstrual products. With the use of exploration method, the thesis tries to capture the phenomenon of menstrual-related stigma, where the main question is: “How do advertisements advertise different types of menstrual products and how do they work with menstrual stigma?” It is further divided into individual sub-questions, which are: “Can any differences in work with stigma be identified for different types of products, especially in the comparison of traditional and alternative menstrual products?” “In what ways is stigma used, maintained or abolished in advertising?” and “Are these ways of work related to the type of product and the target audience?” With the help of theory, certain categories were established, according to which the advertisements were subsequently analysed. Further categories were discovered in the analysis of advertising itself, with the proviso that they relate to the menstrual stigma, the analysis of which is the main goal of this work. The qualitative analysis of the advertisements showed that most of the analysed ads for traditional menstrual products still maintain and use the stigma associated with menstruation, while ads for alternative menstrual products rather cancel the stigma associated with menstruation or talk about menstruation without any mention of any aspect that stigmatizes menstruation.

Klíčová slova (anglicky):

Menstruation, stigma, advertising, menstrual products, objectification, woman’s body