

The subject of the dissertation thesis is the advertisement and gender and social inequality among men and women as a phenomenon of the consumer society. Special attention is paid to the definition of the gender roots, historic introduction to the gender, creating of stereotypes and biologic and cultural determinisms. Thesis is referring to gender not only as an expression for feminism but also as a phenomenon with anthropological background from perspective of advertisement and consumer influence. The work is comprised of three separate parts. In the first part that represents the theoretic exposition of the whole work I define the basic terms that create conceptual scope of the elaborated theme. Attention is mainly paid to the historic background behind the start of the advertisement, beginning of the mass media, their typologies and characteristics. In the second part, the attention is turned to the issue concerning the gender in the advertisement from the culturological perspective and in the third part towards the empiric knowledge of this issue as an important means allowing the reflection of two different genders. The work puts a special emphasis on understanding of differences between genders presented in current media. For practical reasons, the content analysis was reduced to the pilot study of external advertisement in a form of city-lights and billboards at the Prague public transportation stops. Within the examined sample, 65 advertisement posters were included that were later documented and analyzed from several views. Dissertation thesis attempt is to create a probe into the presentation of the male and female role in contemporary advertisement. Area of themes and selected units of content analysis are allowing the hypothesis formulation in several models of female and male portraits in examined advertisements.