

This master's thesis called *Differences in the male and female perception of nudity in the Game of Thrones series* deals with the nudity and the ways of its usage and display in the popular HBO series Game of Thrones. It became the global phenomenon which was certainly affected by its realistic conception of violence and also sex and nudity.

In the theoretical part there are introduced the main concepts of approached to nudity, for example the feminist and postfeminist theory and the theory of sex sales. Next this thesis explains the role of nudity in the Game of Thrones series. There are also described the approaches to the study of fans.

The research was focused on the fans and differences in their perception of nudity in the series. The main goal was to determine whether the male and female perceptions differ and if so, how. The collection of data was conducted by the semi-structured interview which was supplemented by the four previews from the series.

This thesis used the grounded theory method for its many levels of coding and creating of categorization.

In the practical part there are introduced the categories which were created based on the collected data. There are also examples of the comments by the respondents. At the end of this thesis there is an interpretation and presentation of the results.