

Stereotyping of male and female roles is currently the subject of many discussions in various spheres of society. Stereotypes are widely used in the advertising industry, where they aim to make it easier for potential customers to identify with the product and support the company's image. Choosing the right gender for a particular advertisement depends on the nature of the product as well as on the target group. Some product groups are more gender-differentiated than others. An exemplary group are household cleaning products. Related advertisements traditionally show female characters more often than male characters. However, the time when cleaning products were promoted exclusively by women is over and nowadays, men appear in these kinds of advertisements too. The growing number of characters who are portrayed in non-stereotyped gender roles in television commercials began to be discussed more prominently as early as the end of the 20th century. From a sociological point of view, the gender role is a set of socially defined behavioral norms, reflecting what society usually expects from a man or a woman. For this reason, the portrayal of characters in inverse gender positions that is a step in the right direction in the pursuit of greater gender equality in society. The aim of this work is to find out whether the advertisements for cleaning products are burdened with a stereotypical image of a woman as a housewife and whether there has been a change in this area in recent years.