

Abstract

Diploma thesis „From construction of media reality towards a social stereotype in the printed advertising“ deals with stereotypical portrayals of people emerging in Czech magazine production in the first decade of 21st century. The first part of the thesis describes the theoretical fundamentals of the field, including the theory of the social construction of reality by Berger and Luckmann. In its second part, using the sample of magazines Týden, Reflex, Maxim (formerly Quo), Cosmopolitan and Žena a život, the thesis surveys the occurrence of stereotypical depictions in the period from 2000 to 2008, materialized using semiotic codes. These depictions are named, described and it is shown how are they used in the process of constructing a complex communicate. This thesis is trying to point out the disproportion in the depictions of males and females in advertising and (based on previous classifications available) comes up with an original classification of the stereotypical depictions. The thesis also describes the results of a quantitative content analysis in order to find out about the occurrence frequency of the stereotypes in pictorial texts used in advertising production and it segments the occurring stereotypes in three categories according to the frequency of their occurrence. The categories are as following: less frequent stereotypical depictions, common stereotypical depictions and frequent stereotypical depictions. In the last part, a special attention is given to the connection between individual stereotypical depictions and particular kinds of products. Based on previous analysis the most commonly connected stereotypes and products emerging in advertising pictorial texts are described.