

## **Abstract**

This bachelor 's thesis deals with the presence of sexism in the TV show Your face sounds familiar broadcast by TV Nova. The examined show Your face sounds familiar belongs to the genre of Reality TV, which will be described with its brief history in the thesis. The thesis will also introduce other concepts such as sexism, objectification theory and gender stereotypes. The thesis will provide a brief description of the show Your face sounds familiar. The practical part of the thesis is a qualitative analysis of media content for the study of television news according of E. E. Fields. This analysis will be conducted in seven stages. The aim of the qualitative analysis is to find out if sexism appears in the Czech reality show Your face sounds familiar, if so, what extent it occurs and who is the most frequent initiator.