

Abstract

This master's thesis explores the role of feminist ideology in audience experiences across pop culture genres using the example of the Czech audience of the American television series *The Handmaid's Tale* (2017). In academic debate, this title is associated with the existence of a relatively new trend of feminist perspectives penetrating popular culture, as well as with the establishment of the so-called *female-centric TV* series genre, which is characterised by a focus on women's experience and position, and thus on feminist themes. The aim of this thesis is to obtain findings on how representatives from the Czech audience interact with this phenomenon, namely the audience situated in an environment where there is a stronger tradition of anti-feminist attitudes. The qualitative research is based on the theory of active audiences and is derived from the analysis of six semi-structured in-depth interviews using the grounded theory method. The purpose of the thesis is to discover the different ways in which the respondents perceive feminist motifs in *The Handmaid's Tale* and how they reflect on them in a real social context, consequently in relation to their personal attitudes towards feminism. The research concludes that the ways in which respondents recognize the feminist themes of the series have some common elements, however, they differ in several aspects; specifically, in terms of what themes related to feminist thinking are reflected in the series, the intensity with which they perceive them, the dimensions in which they think about the social implications of the series, and whether they consider the themes of the series to be feminist in general. Outcomes of the analysis further suggest that the individual's declared attitude towards feminism has no significant influence on the respondents' perception of feminist elements and their relationship to the series.