

The "Gnoseological aspects of advertisement and illustrative photo with regard to men and women elements" bachelor thesis deals with how certain groups of population perceive visual elements, concretely image advertisement and illustration photography. The research made for the needs of this thesis is based on the hypothesis that media can not only reflect the perception of gender roles, but also contribute to the making of their actual shape. The categories of conceptions that people use when describing visual elements can tell us something about the connection of media, human culture and society. Such a finding is in my view very well useable in a much wider than just gender context. The research took place among university students of bachelor program at Faculty of humanity studies, Charles University, with the aim of ascertain whether some differences between perception of women and men will come to light.