

Abstract:

Gender related issues (roles, representations, and stereotypes) play an increasingly significant role in contemporary social discourse. In modern society, media have become a powerful tool for shaping collective identity and significantly influence our understanding of what it means to be a man, a woman, or a member of another gender identity. Through films, television, advertisements, and the internet, media present us with patterns of behavior and relationships that not only reflect but also shape cultural norms and values.

Cinematic production, therefore, offers a valuable space for exploration, as the way characters are portrayed, the roles they are assigned, and the broader cultural and social contexts in which they are embedded all have a direct impact on shaping viewers' perceptions of gender.

The aim of this thesis is to analyze how the animated film *Zootopia* (2016) reflects gender related issues. The analysis will focus on key characters and categories within the film, as well as their mutual interactions. The central question this work seeks to answer is whether *Zootropolis* reinforces existing gender stereotypes or opens up new perspectives that promote equality and diversity.

This study is based on an interdisciplinary framework combining film theory and gender studies. The theoretical part will focus on key concepts such as gender roles, stereotypes, hegemonic masculinity, and the concept of the social construction of reality. The subsequent empirical section will include a close reading analysis of the film, examining not only the content but also its visual elements.

In the end, the thesis will offer a synthesis of the findings and reflect on how *Zootopia* contributes to the discussion of gender issues in contemporary cinema and whether it can serve as an example of a more inclusive representation of gender in popular culture.

Keywords:

Gender, gender analysis, representation, stereotypes, roles, cultural norms, media, film, *Zootropolis*, masculinity, femininity