

Bachelor thesis "How advertising affects self-image: Gender perspective" deals with problems of women's presentation in advertisements. The theoretical part points out the impact of mass media in society and it is supported by gender theories concerning advertising. The empirical part links theory with practice through analysis of semi-structured dialogues. I am searching for how respondents perceive image of femininity in advertisement, how big influence advertisement has on self image, in brief, how respondents perceive beauty myth served by advertisement and how they personally deal with it. This thesis try to show how advertisement by its stereotype's images of femininity and masculinity changed everyday life of real male and female.