

It is an empirical thesis grounded on data received during a research focused on a question of the definitions and possible redefinitions of a profession of cabin attendants. I am interested in the way cabin attendants perceive this profession, how they define it, in what interaction this profession and gender identity of cabin attendants is, how cabin attendants perceive their masculinity and femininity at their profession, to what extent they are influenced by gender stereotypes, how this dilemma is connected to the issue of family and partnership life. At the same time I am focusing on how this profession is dealt by Czech media.

In this thesis I am using qualitative and quantitative methods of research, I am using grounded theory for data received from structured interviews with open questions, I am evaluating data received from standardized questionnaire and for comparison I am doing search of articles from newspapers, magazines and internet concerning this profession. In my thesis I am using theoretical sociological and socio-philosophical literature, concerning especially the question of gender, family and work sphere.