

/Thesis/ Prague 2005 - Charles University, Faculty of Education, Department of Art, p. 132 (visual materials: 17 scans of graphic diagrams based on Grounded Theory, 7 illustrations, 4 copies of students' art work.)

The goal of the thesis was to analyse and describe the origins and sources of the gender identity constitution in the society with a view to a popular visual culture influence.

The present media production was the starting point for the art educational project based on the gender stereotypes generated by media and the traditional description of male and female role stereotypes in the society.

The main part of the thesis is the qualitative analysis of the project materials based on Grounded Theory procedures and techniques. Description of the analytic story, central category and several selected main categories follow.

The results of the qualitative analysis itself based on Grounded Theory, newly constructed theory describing the relations between central and main categories in the model of reality i.e. the field of research and other useful outcomes offer many possibilities of deeper analysis and further theoretical development of this theme.

Key words: Gender stereotypes, gender identity, male and female social roles, visual culture, media, power, society, Grounded Theory.