

## **Abstract**

The thesis analyzes gender in the TV program Queen (Tah Dámou). In theoretical part of the thesis, basic concepts related to gender, gender stereotypization, medialization and social construction of reality are defined. The TV program is characterized through the reasons of its origin, genre, program orientation and viewership. The metodological part formulates research questions, methods of data collection and analythical methods. The methods chosen are semiotic and discourse analysis. In analaytical part, the methods are applied. Discourses and non-language signs appearing in Queen move are described. The thesis shows, how the program constructs males and females and their differences. Other goal of the thesis is to find which gender stereotypes and heterostereotypes are found in Queen move. The last part summarizes the findings from analytical part.