

*Abstract:*

*This thesis deals with the widely discussed topic of gender stereotypes. Most of the attention of experts and also the general public in this area is focused on the issues of stereotypes associated with women's roles. This work attempts to inspect the other - the men's – side of gender stereotypes. The aim is to reconstruct the male stereotypes and their lifeworld in commercials which from this perspective focus on perhaps still typically masculine product: beer. The presence of traditional stereotypes of male and female roles is observed at the same time.*

*The research problem is solved through a content analysis of beer advertisements and reconstruction of the lifeworld of men in them.*