

## Abstract

Diploma thesis Gender Equality Implemented by Gender Segregation: Analysis of TV show „Tah dámou“ deals with an issue of gender segregation. The theoretical part of the thesis presents results of academic researches of feminist media studies covering the topics of women's representation within media contents and women's status within media institutions. History of different feminist's approaches is described and followed by definitions of sex/gender. The thesis provides discussion of different approaches to gender equality from different feminist's points of view. The study also examines how feminism is presented in the media content in the Czech Republic and abroad as well and how feminism is evaluated by journalist in the newsrooms. Analysis of Tah dámou TV show focuses on both the TV producers (contributors) and media response that the show provoked after its launch in 2011. The results of analysis revealed that the gender segregation was motivated by underrepresentation of women in media and public sphere. The authors tried to equalize „women's voice“ to „men's voice“ in the manner of the second wave of feminism. The authors defined category of „women“ through common women's life experiences. Criticism of segregation character of the show appeared in the analysed articles. Journalists pointed out that the segregation reifies gender stereotypes and weakens women's position in the society.