

ABSTRACT

This thesis deals with the jealousy in the context of masculinity and femininity. The work focuses on jealousy in relationships, which is viewed from a gender and psychological point of view. Main aim of the thesis is to explore the way of constructing jealousy in the context of gender and to find any differences and similarities in such constructs. I am going to fulfill the aim through content analysis of selected lifestyle journals, while some of them are gender-focused on their readers and some are not.

The work is divided into two parts, the first, theoretical part deals with the particular definitions and theoretical approaches to jealousy, their description and explanation of the origin of differences in jealousy between men and women. In my own research I use a combination of quantitative and qualitative content analysis of the most widely read magazines in the Czech Republic and therefore I can provide a more comprehensive insight into the topic and gain more comprehensive information about the link between jealousy and gender. I believe that the work will bring better insight into the question of designing jealousy in the context of gender.

Key words: gender, masculinity, femininity, psychology, jealousy in romantic relationships