

This diploma Thesis examines gender discrimination on entering the labor market in the broader context of gender equality policy in the European Union and in the Czech Republic. It also investigates actual manifestation of this kind of gender discrimination, especially in employment advertising.

The Thesis critically deals with the main legislation and strategic documents concerning gender equality in the European Union and in the Czech Republic. The included case study brings examples of sexist and non-sexist language in the employment advertising. Furthermore it demonstrates the main connection between gender discrimination on entering the labor market and asymmetric power distribution in the society, gender segregation and gender stereotypes in the labor market. The Thesis closes with some recommendations towards the state. These suggestions are structured into three interconnected spheres: legislature, education and the institutional structure.

There are various kinds of methods used in the Thesis. It investigates legislation, analyses strategic documents and uses the method of problem tree to depict the structural nature of researched topic. Both, the quantitative and qualitative content analysis are used in the case study of employment advertising.