

ABSTRACT

Introduced Diploma thesis aims to analyze the schemes of online self-presented femininity on a social network site using depth analysis of chosen Profiles. The aim was to discover the concepts of online self-presentation using gender perspective. Facebook as a huge user based medium, which allows all its users to produce content, constitutes a potential to change stereotyped schemes in presenting femininity in media. In theoretical part I summarize the principles of Facebook functions, I engage in Goffman's (and his followers') dramaturgical metafor and I link it to the theories of Gender Advertisements, The Beauty myth and Male gaze. All of these theories I use in analytical part of the thesis.