Abstract

The diploma thesis focuses on the gender analysis of the contents based on the Mobility´s magazine cover pages. The thesis emphasizes the identification of men and women´s representations in this magazine. The Mobility magazine was published once a month from the 1999 till 2011. The analysis is conducted on the complete set of the individual cover pages and deals with an interesting development in these representations. The thesis is divided into theoretical and analytical part. The theoretical part is dedicated to media in the connection with its gender theory and power in the society. Furthermore, this part includes theories dealing with the gender representations in advertisement (Goffman, Sztompka, Indruchová). In the analytical part there is a comparison of the mentioned theories with the examined sample. The detailed description of the individual categories identified within this analysis is presented as well. The thesis focuses on the identification of the specific features observed in a given period of Mobility magazine publishing. It describes the methods of patriarchal discourse´s presentation of pictures appeared in the magazine, which is obviously intended for everybody. The analysis of the cover pages´ set indicates stereotyped representation of women. In these cases the women are displayed in passive and submissive roles and there is noticeable emphasis especially on their beauty and sexuality. In contrast, displayed men in the analyzed sample depict representation of the roles, which are powerful and active in subduing surroundings. The analysis shows that the dominant patriarchal perspective in these representations is not disrupted.