

## **Abstract**

The media form an integral part of our everyday life and have a significant impact on how we perceive, understand and construct reality, our part in it and our own identity. This diploma thesis is therefore concerned with the portrayal of the female orgasm in selected internet media that are aimed primarily at women. Through an analysis of selected internet articles, I show that an orgasm is not (just) a biological phenomenon, but it is more a discursive construct. At the same time, I introduce the ways the media help to (re)produce a common idea of what the female orgasm is, how to experience it, and what the consequences are of (not) experiencing it.

On the one hand, the analysed media create an impression of a certain sexual emancipation of women; they stress a woman's right for sexual pleasure and orgasm. On the other hand, the way the topic of female orgasm is described creates a kind of universal formula for doing and experiencing sexuality. Despite declaring plurality and diversity, the media in fact create clearly defined boundaries and marginalize those who do not fit.

Key words: gender, sexuality, female orgasm, body, post-structuralism, media