

ABSTRACT

The diploma thesis deals with representations of femininity and masculinity in Sluníčko magazine. These representations are examined through analysis of men, women, boys, girls and animal characters. The theoretical part defines gender order of contemporary society and its main characteristic. Then usual gender stereotypes in physical appearance, gender roles, interests and characteristics are defined. The diploma thesis then focuses attention to the gender socialization and concept of representations, which are defined as an instrument of power that helps to maintain androcentric order of society. Also the media are considered as significant and important tool of normalization and socialization. Another dimension of the thesis is mapping the “progress” of representations or comparing the two editions – edition n. 8 (published in 174/75) and edition n. 48 (published in 2015). In research the qualitative media analysis is used. It is focused on texts and picture illustrations of femininity and masculinity, therefore on characters. These characters are analysed through four categories – Physical appearance, Gender roles, Activities and interests, Characteristics, while the central categories are “Vacant” femininity and Counterfactuality, which are present throughout the content of both editions.

Key words: representation, masculinity, femininity, gender stereotypes, gender socialization, media for children, qualitative media analysis.