

This thesis uses feminist theories and concepts of representation and stereotypes to examine the representation of gender of ICT professionals in two periodicals - a medium-sized "Serious" newspaper Mladá fronta Dnes and a women's life-style magazine Elle.

The main purpose of the thesis was to perform the first analysis of representation of ICT professionals in media in the Czech Republic. The gender issue in this field of media representation has never been explored before in the Czech Republic.

The thesis incorporates results from the years 1996 (before the massive proliferation of the Internet in the Czech Republic) and 2002 (when the massive use of Internet has really taken off). It examines news and feature magazine texts, illustrations, photos and cartoons.

Content-analysis results revealed a much greater proportion of males than females in both content and illustrations. The hypothesis that "field of ICT will be represented as a masculine domain - this the masculinities will prevail in field of ICT" was confirmed.

At the same time, the research indicated that an analysis of a more diversified sample of earlier Czech and Czechoslovak media sources is necessary in order to provide a more complex view of representation of male and female professionals in the ICT field.

Further research could focus on the representation of ICT professionals after 2002, when one could expect a shift in perception in this field considering the institutionalized efforts devoted to reduction of gender differences in the Czech Republic.