Equal opportunities of women and men is a very complex issue that is a central interest of many nonprofit organizations (e.g. Gender Studies, ProFem etc.). In diverse fields of our everyday life, we can witness the complexity of common day gender issues, including, but definitely not limited to our labour market and law areas. Also, the media domain is constantly providing a source for us to personally visualize and analyze these various gender concepts. In correspondence with an alternative paradigm we assume, media is a very powerful tool that can maintain traditional gender stereotypes in society. But, as powerful as the media can be in maintaining these traditional stereotypes, they are just as capable to deconstruct them and instill a fresher view.

We want to reveal if gender stereotypes truly do exist in the reality TV show Wife Swap. The main goal of our work is to show how the woman’s role was created for her, and what it had to consist of in this reality show, and whether the traditional concepts are seen in the filming’s end product. Although the men’s role is in this show also very important, it is mediocre relative to the wife’s role.

With use of a qualitative research method – the grounded theory, we examined all fifteen parts of the first season of this show. We paid special attention to eleven of the main themes that enable us to reduce quite a large data sample. The result of this analysis was the creation of eight categories that were the main subject for the final interpretation and conclusion making.