

**Annotation**

This thesis defines the basic terms concerning not only the homosexual minority but also other sexual minorities, and maps the historical and social development of primarily Czech gays and lesbians from the late 19th century to the present. Based on the study of selected Czech literature dealing with the history of homosexuality, the author presents the first preserved mention of people with minority sexual orientation in the territory of the Czech lands, describing their situation during the First Republic, World War II and Totalitarianism. The author devotes substantial part to the associations and movements that could be legally founded after 1989 and also presents a list of various radio and television programs and printed periodicals. At the same time, the thesis illustrates the efforts of this sexual minority to improve its social acceptance and its rights. It also describes specific milestones that led to the removal of homosexuality from the list of diseases in Czechoslovakia and subsequently the Czech Republic, through the adoption of the registered partnership act to the same-sex marriage campaign. The analytical part is devoted to the characteristics of the Koalice za manželství (Coalition for Marriage) and its campaign Jsme fér (We are fair), which was created in 2017 and aims to equalize the same-sex marriages. Based on an analysis of four selected online media, the author of this thesis approaches the campaign image in media. The thesis therefore shows that gays and lesbians are trying to improve their social acceptance and to improve their rights.