

Abstract

This master thesis titled „*Sama doma: a case study with emphasis on gender stereotypes*“ focuses on the way gender stereotypes are manifested in the live publicistic talk show *Sama doma*. Based on the analysis of selected episodes, a conducted interview with the show’s head editor and with the support of literature, this thesis shows, that gender stereotypes are indeed a part of the content. The presence of these stereotypes is noted among the topics chosen, guests invited, in the absence of a male and also in the speech of moderators. The speech is highlighted as the main source of gender stereotypes in this show and is linked to internalised sexism. Its specific manifestations are thematically categorised into several subchapters. The show has been criticised in the past for stereotypical depictions of women and the research findings of this thesis are therefore compared to the criticism as well. The thesis concludes that even though this show broadcasted on Czech Television has succeeded in shifting the way it deals with gender roles to a less stereotypical one, we can still find manifestations that support the rigid nature of these structures.