

Annotation

This bachelor thesis studies how the Czech version of the men's lifestyle magazine Playboy presents themes of gender and feminism. The theoretical part represents the theoretical basis of the thesis. It describes the content of gender studies and gender issues, the difference between sex and gender, the theoretical basis of gender and the issue of gender hierarchy in society are outlined. Furthermore, the theoretical part explains feminism as a movement, including its history. The concept of media representation of reality and the way media present feminism, masculinity and femininity are then introduced. The last part deals with the history and present of Playboy magazine, including its Czech version. The subject of the practical part is qualitative content analysis, carried out by the method of the grounded theory according to Anselm Strauss and Juliet Corbin. 1993, 2007 and 2019 Czech versions of Playboy magazine were established as a research sample. Two research questions were asked for research purposes: 1) How did Playboy magazine present gender and feminism in the years 1993, 2007 and 2019? 2) How has the strategy and content of presenting gender and feminism issues in this magazine changed over the years under review? The findings of the analysis show that the magazine reproduces gender stereotypes and thus contributes negatively to the hierarchy of society, expressing negative and dismissive opinions about the feminist movement, but on the other hand, it also spreads gender-positive images that disprove these stereotypes, which points to the magazine's plurality of opinion. Among other things, the magazine presents a crisis of male identity.