

This thesis deals with the influence of TV series and their strong heroines on female audience. The aim of this work is to find out whether selected female characters influence the general view of the feminine beauty ideal, whether the viewers were in any way inspired by strong female characters and whether these series have opened up some social issues. These goals were formulated into three research questions, which will be answered in the conclusion. The work is divided into three main parts – theoretical, methodological and practical. The theoretical part aims to acquaint the reader with the theoretic basis needed to understand the researched issues. The methodological part presents research methods with all its advantages and disadvantages. The last practical part is focused on research and interpretation of the obtained data. A qualitative method is used to achieve the results, specifically the grounded theory, which is used for the analysis and subsequent interpretation of data obtained from interviews.