

Abstract

The aim of this thesis is to analyse methods of capturing and presenting women applied by selected Czech male and female photographers on the social network of Instagram. The first subchapter addresses the topic of digital photography, the transition from the analogue age to the digital one, and the manipulation of the photographic image. The second and third subchapters study social networks along with their impact on the contemporary society, focusing in detail on Instagram and its visual communication. The following part of the thesis addresses gender issues, gender stereotypes, and social inequalities, focusing apart from others on gender stereotypes in visual media and on social networks. The practical part is based on two approaches – a quantitative content analysis of visual communications, i.e. research into selected Instagram content by eight male and female photographers, and qualitative interviews with some of these authors. The main research question is: “What are the manifestations of deep-rooted gender stereotypes in depictions of women in photographs by selected Czech male/female photographers on Instagram?” Replies to this question were collected using six specific sub questions. The quantitative content analysis provided replies to sub questions dealing in particular with the visual aspect of individual contents from the perspective of gender stereotyping. Semi-structured interviews were used to map how the selected authors work with traditional gender stereotypes in their depictions of women. Moreover, they revealed specific strategies of these photographers in their approach to this social network. The conclusion evaluates the results of both these methods. The findings may be further used to inspire a future, more extensive analysis of gender stereotyping in depictions of women in social media.