

## **Abstract**

This dissertation deals with various gender aspects of playing computer games. It describes how gender stereotypes are connected with the level of production, content, and with the players themselves. In this sense, it shows that games are still created mainly by homogeneous male teams, in order to attract male players, they contain mainly male characters, while the female ones are created to be attractive to these ideal male players. However, the primary goal of this dissertation is to describe the different ways and intensities of the relationship with the avatar, the playable character in the game. The analytical part consists of two illustrative case studies, one concerning female heterosexual players, the other male heterosexual players. The basic premise is the fact that the player "plays gender" - that is, performs it similarly to social reality. However, this performance is not just a reconstruction and confirmation of hypothetically stable gender identities, but on the contrary their deconstruction ("playing with gender"). In this sense, the work pays particular attention to situations where the player and the avatar have different genders and the heterosexual player, therefore, identifies with the avatar but also objectifies him/her. This dissertation aims to emphasize the uniqueness of the experience, which is limited and "framed" by a basic and often homogeneous and stereotypical text, but otherwise is significantly complex, heterogeneous, and subversive. At the same time, I argue that this relationship reveals the construction of gender identities and characteristics and is in principle always queer.