

## **ABSTRACT**

This bachelor's thesis focuses on European Media Policy dealing with gender equality in the audiovisual sector – it offers an analysis of the context of its formation and also sums up the most common recommendations and findings. Furthermore, it offers a brief analysis of European research done in this field, aiming to identify areas that could be relevant in Czech context. The second part confronts these recommendations with the Czech public broadcaster, the Czech Television, focusing on TV series broadcast from 2013 to 2020. The aim of this research is to analyse the representation of women among the key content creators and the representation and portrayal of women on screen.