

ENGLISH SUMMARY

The main objective of this thesis was to provide a complex perspective on the mutual relationship of gender and media in the age of post-modernity with a special attention to the stereotypical gender portrayal presented to us by the contemporary Czech advertising discourse.

We chose to demonstrate this problematics through the methods of semiotic analysis on the analytical sample of 5 advertisements (consisting of selected TV commercials) representing various aspects of stereotypical gender images appearing in the today's Czech advertising contents. We then subjected these selected advertisements to the analytical methods in pursuit of finding the answers to the questions related to the media image of men, women and our society that the stereotypical gender depictions contained in these advertisements help to construct.

Although many of these advertisements appear to be openly sexist or even misogynic on the first sight, using the mechanisms of semiotic analysis we came to a rather opposite conclusion proposing the analyzed contents are rather pro-feminine tending toward an extensive masculine critique. This result, however, is based mainly on the mechanisms of oppositional reading of the subjected texts.

On the other hand, it is presumable that the "average media consumer" not having access to these analytical methods would incline to preferred reading of these media contents conveying a comparable meaning to the dominant ideology, which is pre-inscribed in these texts. As for the depiction of our society, based on the analyzed advertisements we concluded that the Czech society still heavily aims toward the traditional values perceiving postmodern gender attributes as a destabilizing social power.

As for the techniques, in which the analyzed advertisements target is audience, we can observe a significant distortion of gender optics as there are two separate worlds presented in these advertising contents, which are intentionally constructed according to its target audience. While the world in the female-targeted advertisements is viewed from the patriarchal point of view, the world in the male-targeted advertisements is subordinated to matriarchal perspective.

In the advertising logic, the optics of gender distortion thus primarily puts either one or another sex into a disadvantaged position and artificially accentuates their suffering so that there would be a larger space given to the consumer's self-identification based on the relevant information conveyed by the dominant ideology of the portrayed society. Successful self-identification then leads to consumer behavior.

Also, we managed to discover the reason why gender images presented in the advertising contents tend to be constructed on the inequality of sexes stressing still the dichotomy of gender in the traditional sense even though we have already arrived in the age of post-modernity.

This aspect is linked to the very core of advertisements as primarily commercially-driven contents. The gender equality in advertisements is counterproductive as it does not produce the social tension that is crucial for advertisements to be effective. This is also the reason why gender in advertisements is still viewed by the optics of traditional world as a dichotomy allows to create the war of sexes, which attracts consumers attention. Postmodern gender stressing sex equality and fluid mix of attributes thus offers very little confrontation for a successful sales of the advertised product.

As proposed in the introductory part of the thesis, based on the analyses we came to the conclusion that the heavily stereotypical character of gender images in advertising truly corresponds with the primary economical motivation of these short mediated stories. At this point, we can propose a hypothesis that it is neither patriarchy, not the matriarchy that is the valid ideology of these peculiar media contents, but consumerism, which swiftly shifts the world optics according to its own rules for profit.

It is because of this intended distortion of reality constructed according to the convenience of advertising incentive, why I understand problematics of gender portrayal in advertisements a much more significant social phenomenon than representation of gender images in other types of mediated texts. This also the reason why I believe this topic deserves to be subjected to a more profound academic research.