

## **Abstract**

This bachelor thesis „The Semiosis of sexist commercials and the public discourse (the contest The Sexist Little Pig)“ deals with the contemporary form of Czech sexist advertisements and reactions that such advertisements generate. The majority of sexist advertisements work, to the objection of various feminist movements, with simplified and distorted images of women. Their criticism is mostly aimed at those advertisements that depict women in a stereotyped way. According to them, those advertisements may cause or evoke a sense of shame or humiliation, insult human dignity or even provoke violence against women. The independent socio-ecological movement NESEHNUTÍ is one of those who grapple with sexist advertising and the problems associated with it. It has already organized two rounds of the annual competition “The Sexist Little Pig” for the most sexist advertising in the Czech Republic. This thesis aims to explore selected advertisements that have been submitted to the competition by the Czech public and detects concrete sexist distortions in them that exploit both women and men. The thesis is divided into two parts. The first part deals with theoretical resources, such as theories of gender, sexism and stereotyping, as well as with the regulation of advertising in the Czech Republic. The second one, the analytical part, is concerned with the examination of selected competing advertisements.