

## **ABSTRACT:**

The dissertation work *Gender, identity, culture* presents an analysis of a picture of a man and a woman in the contemporary Czech society. The fundamental research theme is a transformation of gender identity under influence of cultural changes which have been in progress since the end of 19<sup>th</sup> century. In the theoretical part of the work, a research of biological and cultural factors that influence the creation of our gender identity is mapped. More emphasis is put on modern technologies and media, which have bigger and bigger importance in the lives of contemporary people. Gender identity is projected not only into how people perceive themselves but also into creation of intersexual relations. The practical part of the work is devoted to this theme. This part is focused on an analysis of gender identity being projected into dating advertisements on the internet. The tool of the practical research was a content analysis in combination with depth interviews with people who have undergone this way of dating.

**Key words:** gender, sex, identity, gender deconstruction, virtual reality, anthropology