

Abstract

This thesis discusses the usage of stereotypical ideas concerned the communication of men and women and usage of language tools typical for male and female speech in the language of contemporary media. In theoretical part of thesis, we are trying to connect the knowledge from several sciences to clarify terms like a gender, gender role, stereotype etc. We are trying to prove that there are some differences between male and female language. We are concerned with psychological evolution of human to the maleness and femaleness with regard to cultural and social influences which are forming the identity of human.

In the practical part of thesis, we are trying to verify using questionnaire that the popular ideas about male and female speech have stereotypical character. In other point, we are trying to verify that the stereotypical ideas about male and female speech are reflected by contemporary media which are including those ideas in the medial contents. We are using the samples of magazines with male and female themes – Cosmopolitan and Esquire. We would like to demonstrate on these magazines that magazines for men and women are using some of language tools which are using men and women.