

## **Abstract**

My thesis is focused on construction of gender roles in Czech TV shows of the year 2012. First part of the thesis consists of theoretical background, where the principle of feminine and masculine roles, which are constructed by media too, is presented. The thematic foreign and domestic studies, which are introduced there, show how the experts look at this issue. Other chapters are formed by this view and present the most frequented image of women and men on TV or the media principles. Last sections of the theoretical frame are about consumers' everyday habits of watching TV and about impact, which this programmes could have. Second part of this thesis has metodological character. The objective to decode which gender roles are formed by selected programmes Sama doma, Top Star Magazín, menZONE or Těžká dřina and which signs participate on this constructions are described in this part. The research method is semiotic analysis with description of the narrative, thanks to which the hidden myth is revealed more precisely. The quantitative content analysis is also used in analytic part, however, only in a prototypical form. This probe refers to the other possibilities of further extensions of this thesis. All the results demonstrate that the programmes of current domestic production construct women and men, who are not significantly different from the traditional feminine and masculine characteristics, areas of interests and spheres of action.