

This thesis tries to monitor occurrence and use of sexual information in contemporary advertising in Czech printed media. It describes ways and means that the advertising uses to express erotic and sexual messages. It also presents sex in advertising as a certain phenomenon from several points of view (criticism of sex sexism and gender stereotypes in advertising from the viewpoint of feminist movement and gender studies, effectivity of use of sex in advertising etc.). The sex in advertising is also put into context of historical and contemporary Czech and world advertising.