

Abstract

The main goal of this thesis is to answer the question to what extent are Czech women influenced by the information presented by media or historical traditions about menstruation. Not only literature and published articles were used as sources for the findings, several personal interviews were also conducted with Czech women, gynaecologists and one company, which distributes hygienic tools for menstruation. The results show that the concept of purity perception, as well as seeing women as weaker gender. There is also an effort to protect children from the topics concerning adult life and also the fact, that menstruation does not present any taboo for women in 21st century. However, these women do not talk about it too often, as they consider it very intimate topic. To some extent, some level of taboo persists in the media.