

Annotation

This bachelor thesis deals with the change of product placement and its influence on the masculinity of James Bondy characters. In the theoretical part is first described gender theory, gender socialization and gender stereotypes. Attention is also paid to masculinity, especially to the concept of hegemonic masculinity, and after that the work is focused on the relationship of gender in media and advertising. Then the concept of product placement in marketing communication, its types and psychological aspects is explained. The work also deals with product placement efficiency and examples that are given. Based on the theory of the first two chapters, the third part describes James Bond's masculinity, the chapter focuses on two different actors, Bond's representatives. The content and descriptive analysis in the practical part describes product placement in selected audiovisual materials. These are four film adaptations by Ian Flemig's novels: *Golden Eye* (1995), *Tomorrow Never Dies* (1997), *Casino Royal* (2006) and *Skyfall* (2012). At the end of the thesis, the author assesses the knowledge from the practical part. Product placement is an effective marketing tool, and therefore more emphasis is placed on the efectivity and not on original character of James Bond.