

Annotation

The thesis focuses on representation of gender inequality in Czech lifestyle magazines for men. The main research question explores the ways in which men's magazines represent the issues of gender inequality. The research method used in this thesis is qualitative content analysis by Anselm Strauss and Juliet Corbin. The sample contains selected articles from Czech versions of the men's magazines *Maxim* and *Esquire*, covering all of 2016. The open coding process enabled labeling of the analyzed phenomena, discovering the prominent categories and their dimensions. Axial coding resulted in the reorganization of the categories, which emerged during open coding, by exploring the relationships between the categories and making connections between them. Selective coding identified the central phenomenon of the research. *Male Dominance* emerged as the core category, integrating the other categories – *Manifestations of Gender Inequality*, *Men's Fear of Gender Equality* and *Partial Refutation of the Masculine Perspective* – around the central phenomenon. The theories used as the sources of the enhancement of theoretical sensitivity are explored and presented in the theoretical part of this thesis. The research concludes that the analyzed lifestyle magazines for men spread negative gender stereotypes and construct a picture of society based on male dominance. The results of the analysis reveal the ways in which gender inequality is represented as well as partial attempts to refute some gender stereotypes.