

The purpose of this dissertation is an analysis of the problems of gender, especially as applicable to the media and the implementation of equal opportunity policies.

As an employee of the marketing division of a transnational corporation, I had the opportunity, since 2002, to maintain regular contact with the media marketplace while, at the same time, tracking developments in the implementation of equal opportunity policies in practice.

The theory-based introduction is devoted to history, terminology, and developmental changes of gender into a cultural construct that can become the basis for mapping the theme onto the Czech environment. The next chapter covers social aspects of gender, especially equal opportunity policies and the tools used to implement them. A separate chapter on sexuality attempts to outline the differences between male and female sexuality in a somewhat different light. A chapter discussing the interrelationship between gender and the media completes the theory-based portion of this dissertation. This chapter reviews factors that influence the socialization of a human being in society, but also the creation, reproduction and strengthening of gender stereotypes and inequities.

Content analysis is an important data source for this dissertation, since it permits us to depict the current status of the problems of gender in leading lifestyle magazines for men and women. At the same time, it provides an opportunity to analyze gender aspects of advertisements and their deconstruction from the perspective of male and female images. The research portion that comprises content analysis represents the conclusion of my dissertation. It also summarizes hypotheses suggested by the research and outlines future developments in the area of gender equality.