

## **Abstract**

This bachelor thesis examines how the Czech public perceives the portrayal of the LGBTQ+ community in advertising campaigns. The aim was to find out how advertisements that include LGBTQ+ themes are received by the general public and what impact this representation has on the perception of the said minority, as well as on the perception of the brands themselves. The research, using a quantitative questionnaire, showed that the authenticity and presentation of LGBTQ+ characters significantly influence the reception of the ads. Findings suggest that ads that are perceived as authentic and transparent are received more positively, while stereotypical or misconstrued portrayals have the opposite effect. The results of this work provide information for the development of ethically responsible and inclusive marketing communications.