

## **Abstract**

The theme of this thesis is the visual representation of female surfers on the social network Instagram. The theoretical part deals with the development of surfing coverage by traditional media, and then examines the impact of the arrival of the social network Instagram, its potential and negative effects. Laura Mulvey's male gaze theory, Judith Butler's social construction of gender, and sexual objectification theory are also introduced. Through visual content analysis, the practical part seeks to uncover elements of sexualisation and counter-visuality in four selected Instagram accounts. The research is complemented by a qualitative method – social semiotic analysis - to gain a deeper understanding of the issue. The research revealed elements of sexualisation and counter-visuality on all accounts. The highest number of sexualizing elements was found on the account of surfer Alana Blanchard and the highest number of contravisual elements on the account of Australian Surfing Life magazine. Overall, the data revealed, for example, a lack of diversity in both age and body type categories, a low percentage of women depicted while surfing, and frequent revealing clothing. Conversely, elements of contravisualities were prevalent in categories such as Type of Shot and Facial Expression.