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Bakalářská práce

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Mužské a ženské vzory z filmů

Male and female role models from movies

Prohlášení:

Prohlašuji, že jsem bakalářskou práci vypracovala samostatně a použila jen prameny uvedené v seznamu literatury.

V Olomouci 20.4.2022   ……………………

Acknowledgment

Abstract

This bachelor thesis addresses male and female roles originating from films. The aim was to find types of heroes for children. The evaluation was based on a literature study and a questionnaire survey with 39 respondents. The results show the prevalence of male role models among children while they choose idols only from film series.

Table of context

Introduction

Children at the lower secondary school level must deal with essential diversity, the change in their bodies, minds, and thinking. At this stage, they often need someone to look up to, to admire, to get inspired by. The heroes can be represented by parents, teachers, movie stars, and other celebrities. In all children's minds is one special someone, who represents enormous influence on their behaviour, thinking, future imagination or on chosen clothing style.

This work focuses on children's role models from media. The first reason for the inspiration to write this thesis is to find out if today's children still read books and if the heroes of that chosen literature influence them. Another important point focuses on whether today's children choose their favourite characters from films according to their characteristics, and whether the year of the film's release plays a role in this choice. Whether modern films are more attractive to children or whether classic older films reign supreme.

Idols manage to influence the qualities they possess, which has an impact not only on manners but also on the choices of children. The American Academy of Child & Adolescent Psychiatry recommends parents speak with their children about their idols and the values they have. (Strayhorn J, McDermott JF, Tanguay P., 1993)

This bachelor thesis focuses on children from 6th to 9th grade in Czech schools (age 11 – 15) and their role models. The centre of attention is how they are choosing role models, if they tend to pick them from new movies or if they look up to characters in older movies. Another important question, to answer is whether girls pick only female characters and boys choose male characters. The last question explored focuses on the importance of idols and their perception through television and cinema screens.

The thesis is divided into two main parts – the theoretical and practical parts. The theoretical part explains the necessary terms and related information, which are role models, gender, movie characters and superheroes. The second part of the bachelor thesis consists of research. Research gathers data through a questionnaire with open-ended, closed-ended questions and dichotomous scales. The questionnaire is distributed through online media, because of the Coronavirus influence at the time of making the research.

1. Role models

The first chapter deals with the role model in terms of the word's origin, meaning, usage and importance. Firstly, about the definition and roots of the meanings.

1.1 Definition of a role model

This chapter defines role models from the historical concept to today's understanding

The person who first used this phrase is Robert K. Merton. He sees a role model as a concrete someone, who affects others by his own values and behaviour. Someone who stands as the reference individual with multiple roles in society of people. It is the idol whose actions, habits, and manners are emulated by others. (Merton, 1968, p. 357)

The term role model is described by the Cambridge Dictionary as a person who someone admires and whose behaviour they try to copy or simply as a person whose behaviour is copied by others. (Cambridge Dictionary)

Naveed Fayyaz wrote in Dawn's paper (2018) that "*When we are young and growing up, there is always an elder person whom we admire and dote on for many reasons. Usually, it is a parent, teacher, sibling, cousin or uncle/aunt, who is someone we look up to and copy. Some of us may do it intentionally, while some of us will do it without realising how influenced we are getting by them.*"

For the purposes of this work mainly Robert K. Merton´s view is important. Role models influence one's characteristics, behaviour, values, social manners and even actions. Basically, you try to be the same as your role model. To be the most similar as possible one can be. Young people act upon what they see. They are easily swayed by emotions based on their role model's morals.

1.2 Where to look for role models

The importance of role models offers reasons why to have an idol in your life or where to find him.

As mentioned in the chapter before, Naveed Fayyaz (2018) also introduced where to find the right idol. Places where to look:

1) Family
2) History and Present
3) Media (Fayyaz, Dawn, 2018)

This bachelor's thesis is primarily concerned with the influence of the media on the choice of role models. For this reason, it deals with the first two topics in a minor way. It will mainly focus on the third point, which is the media.

1.2.1 Family

The first place is the family. They are the first idols in the lives of children. They are considered one of the best choices, given their values and attitudes. At the same time, they are accessible, and reachable for advice and help. (Fayyaz, Dawn, 2018)

According to Smilková (Research Institute for Child Psychology and Pathopsychology), young children tend to imitate the behaviour of parents and later even siblings. Parents are the first and most important role models for their offspring. They present patterns of behaviour, possible lives or principles important to parents (Cuprik, 2014)

1.2.2 History and Present

The second source for choosing a hero can be found in history, which has an unlimited choice of options. Taking from any interest of an individual, one can find a person close in interest, character traits or actions. The biography of an idol should not be overlooked when making a choice and learning from their mistakes as well as looking up to their victories. (Fayyaz, Dawn, 2018)

On the contrary, some teenagers look for their idols in their close surroundings, well-known figures from spheres close to them. Young people give importance to persons who act and help. These helping professions include doctors or firefighters. In doing so, they are presented by the media in important often admirable situations. (Cuprik, 2014)

1.2.3 Media

The media influence older children to a great extent. Another factor tends to be the fame of the role model in many ways. However, these famous people are often idealized. Related to this are the famous idol slumps that occur when such a person behaves inadequately. The often-rebellious adolescent comes to a radical solution and erases such an idol from his memory. (Cuprik, 2014)

*"The role model dynamic is simply about demonstrating characteristics others wish to emulate. "(*Miller, The Epoch Times, 2020). Conan Miller discusses positive role models that adolescents imitate, emulate and admire. These include professional athletes, pop singers, and historical figures such as George Washington and Gandhi, who represent dedication.

On the other hand, Dr. John DeGarmo said, *"We are all walking, talking role models. Every single one of us is. Somebody is looking up to us in some way. Somebody is watching what we do and listening to what we say."* He explored the importance of being a role model for others. During his years as a high school teacher, he noticed a certain pattern of behaviour in children with behavioural problems, absenteeism and academic problems. After visiting parents of problematic children, Dr. John DeGarmo became convinced that parents are the primary influencers in their offspring's lives. Not only does a person pass on his or her genes, but habits also go along with them. (DeGarmo in Miller, The Epoch Times, 2020)

On her website, May Bush alludes to the contemporary problem that with today's overload of options, some people cannot find their role models. She also comes up with a solution in which she divides idols into three categories:

1. Anti–role models
2. Multiple role models
3. Imagined role models (May Bush,2021)

The Anti-role models act as a mirror. May describes the fact that a person who at first appeared to be flawless, in certain situations appears unpleasant, unexpected or even offensive. By doing this, such a person shows the admirer exactly how he or she does not want to react in the same situations. Thus, although he is initially a positive start, he turns out to be an anti-role model. The second type, Multiple role models speaks for itself. In certain situations, it is possible to act as different heroes. One can be different in a work meeting, in a conflict with an unpleasant person, or when working in a team. After all, imaginary idols represent all corners

of the human mind. These include fictional movie characters or people's own ideals. They replace all the role models that are not realistically available to humans. (Bush, How to Find Role Models When You Don't See Any Around You)

This subchapter breaks down where to look for your role model, and what circles to investigate. It also offers what paths a child may not take. The most important thing for this undergraduate project is to choose the right idol. The first place to take from is the family. This is followed by successful famous people from the past and present.

1.3 Two sides of idols

Positive and negative are the two main protagonists shaping people's perceptions of the heroes. They are introduced in the following lines.

Fayyaz divided role models into two main categories based on the effect they have as a positive or a negative one. Positive role models motivate people, embrace the better page in them, influence the overcoming of weaknesses and build on the individual´s strengths. These idols should help to achieve goals and make a greater person. On the other hand, the second type is negative. Role models that drive a person down. (Fayyaz, Dawn, 2018)

The impact coming from an idol depends primarily on the personal goal that one wants to achieve, and the goals that need to be fulfilled in contact with these role models. The inspiration of positive role models represents the desired self on the path to success, while negative ones represent the feared self in failure and disappointment. While Higgins (1997, 1998) was a proponent of the proposition that individuals can follow two different paths in life with regulatory goals:

- Promotion
- Prevention (ibid)

When people are driven by promotion, they choose only positive and achievable goals. At the same time, they try to surround themselves with like-minded individuals with successful goals. They only choose people who already have achieved certain goals. The emotions of these people are related to the success or failure in achieving the goal, these include - happiness and despondency. Essentially, they listen only to positive thoughts, goals and opinions in their environment. They get themselves one step closer to their values every day (Higgins, Shah, & Friedman, 1997, p. 854). The information written in this paragraph implies an influence of choice towards positive models.

On the other hand, prevention goals are conducive to negative pattern selection and to the reactions associated with failure. These people focus on predicting negative responses, quickly recognizing the avoidant behaviour of others. They master the reception of negative information. Their most perceived emotions are calmness and anxiety. At the same time, such people are persistent and highly motivated. (Higgins et al., 1994)

1.4 Summary of chapter 1

The first chapter analyses role models. It first discusses the definition and initial use of the word association itself. Next, it covers where to draw your life models from. It offers the initial three places, family, history, and current events or media in their entirety. The last subchapter divides role models into two sides, which are positive and negative idols.

2. Gender

An important term, which plays a big role in children's life is gender. People are based on who they were born as a girl or a boy. This chapter will consist of describing gender as an important term in human history, and diversity of interpretation of the meaning. Looking at the difficulty of dividing male and female characteristics or the influence of the media is important for understanding individuality in manners and acts.

2.1 Definition of Gender

David Glover and Cora Kaplan define gender as a marking point in history for the differences between men and women. They see gender as a fragile word, that needs to be said wisely and precisely in context to not harm anyone. (Glover and Kaplan, Genders, 2000)

The word was influenced by many happenings in society. Dr. Samuel Johnson´s sixth edition of A Dictionary of The English Languages (1785) refers to the term gender as a grammatical practice of classifying masculine, feminine or neuter even though the simplest understanding stands simply for "sex".

Another meaning was brought by William Shakespeare in his tragedy Othello. Where he used it as a verb "to gender", which meant to produce, to breed, to beget or to copulate. He used gender in many of his writing and scenes, which popularised this term even more. (Lisa Sophie Roth, 2018)

Gender comes from the Latin word *genus or genesis.* The word gender is a set of characteristics, roles, patterns of behaviour and social positions attributed to women and men in a given society. From this point of view is distinct the concept of sex. Nowadays the term gender still has a part of these historical meanings mentioned above. (Kalnická, 2009, p.8)

From a sociologist's point of view, gender expresses the differences between men and women based on socio-cultural patterns of behaviour. This concept can also be understood as social gender. Differences in gender are highly variable and their form in different societies has different implications for determining what is actually "masculine" and vice versa what is "feminine". (Janošová, 2008)

For some people, the dual-gender division of women and men may seem outdated. In today's 21st century contemporary society, we find around 60 genders or more. One can belong to one, two or more, but at the same time, one does not have to belong to either gender. This is a sensitive topic for many people, even though it is often discussed. (Abrams M, Ferguson S., 2022) However, for the purposes of this thesis, a basic understanding of men and women will suffice.

For purposes of this work, it is important to use gender in the context of masculine and feminine characteristics, which are understood globally, especially by the children who are at the centre of the ideas of this work.

2.2 Masculinity and femininity

This chapter deals with one of the main aspects associated with gender, which are the characteristics for female and male personalities.

Terman, a psychologist from Stanford University came up with Stanford- Binet intelligence test. Where he used these terms for the first time. He was studying young girls and boys based on their high IQs. The results from his work focused on the interests of these children. Terman and Miles created an M-F test that stands for Masculinity - Femininity test. The results from M- F tests show typical masculine characteristics of boys in terms of their likings and of girls and the characteristics of femininity. Researchers Terman and Miles have suggested that the two concepts M- F are opposites. (Terman at Richard. A. Lippa, 2009, p.80)

Nowadays masculinity is the quality received by men. Vicky Helgesonová continued researching masculinity and femininity from a different angle. She found out, that different people connect their characteristics to other humans. Helgensonová defined it by interests, physical appearance, and personality traits. (Richard A. Lippa, 2009)

The concept of gender identity can be defined as an internal and purely private component of human personality made up of gender attributes that the individual experiences as his or her own. (Janošová, 2008) While Hrdličková (2007) argues that individuals learn how to behave according to the gender of their surroundings, so-called self-identification.

The project "Beyond Male role models research project" organized by the Open University found out, that "the *vast majority of young men (and young women as well) valued the personal qualities and commitment of staff above their gender or other social identities.*" (Ruxton, 2016) More important than addressing the gender of each potential teacher for children, it is more

important to focus on their ability to communicate with pupils and whether they can help them consolidate life competencies. (Ruxton, 2016)

In summary, most scholars agree on the concepts of masculinity and femininity based on the character traits of men and women that are adopted and taught to children from childhood.

2.3 Gender stereotypes

This chapter analyses and explains the most well-known and most frequent gender stereotypes, characteristics attributed to women, men and their position in society.

Gender stereotypes are ideas about character traits, behaviour and habits of people in a group without emphasis on individuality or a specific situation. People do not create stereotypes based on personal experiences, but through traditions, verbal and non-verbal communication between persons in contemporary society. (Martin in Janošová, 1991)

OHCHR which stands for Office of the High Commissioner for Human Rights argues that gender stereotypes are learned roles carried by women and men. "*A gender stereotype is harmful when it limits women's and men's capacity to develop their personal abilities, pursue their professional careers and/or make choices about their lives.*" (Gender stereotyping in United Nations Human rights, online) This statement clearly shows how sensitive and fragile this topic is. The boundaries are set differently for each individual and therefore it is important to pay attention to the individual and his/her characteristics.

The most familiar meaning of gender stereotype is formed in relation to people's dress, their behaviour, and an individual's own understanding of his or her sex. Website Planned Parenthood (2022) divided the main kinds of gender stereotypes into:

- Personality traits
- Domestic behaviours
- Occupations
- Physical appearance

These four types can be easily explained with examples of simple life situations. Personality traits are most known human qualities like a fragile, gentlewoman and strong man. Domestic behaviours are for example the expectation for men to be a father and take care of his family in terms of monetarily. The third type is Occupation, these characteristics are connected to a job,

women should work as cleaners, and nurses and men are assigned to work as mechanics and workers. The last kind is based on physical appearance, women need to be thin and groomed, in contrast, men have height or strength. (Planned Parenthood Federation of America Inc., 2022)

Much can be said about gender stereotypes, but for this thesis the basic division given to women and men is sufficient. Simply put, men wear trousers and women wear skirts. It is both an understanding of the differences between the sexes and an awareness that these characteristics are constantly overlapping.

2.4 Gender in media

The following text focuses on the links between children's development, their views, attitudes or the way they are influenced by the media and what gender contexts are presented to them.

A typical recent child uses their own device, let it be a mobile phone, television, computer, and essentially watching or reading any kind of topic in it.

As psychologists claim, children grow and imitate what they see. They imitate these behaviours until they become their own adopted characters based on how the media show typical gender characteristics. (Glover & Kaplan, Genders, 2000)

One of the main sources of how typical gender acts is in mass media surrounding children throughout the day. These acts are represented by gender-stereotypical activities, manners, jobs, or interpersonal relationships. The male gender is represented as a hero, a person who can figure everything out (Superman, Iron man, James Bond, Harry Potter or every role of Arnold Schwarzenegger). Meanwhile, women's gender has a lower amount of gender roles. They are shown as housewives, teachers, witches or strange creatures (Marge Simpson, Dolores Umbridge, Bellatrix Lestrange in Harry Potter or Nebula from Marvel). More importantly on some occasions, women are sexualized, even when they appear in a serious or more important role such as a police officer, superhero or judge (Marge Gunderson in Fargo (1996), Gamora or Captain Marvel from Marvel, Ell Woodsová from Legally Blonde). Women are portrayed in the media as young, attractive, someone to look up to, or on the other hand, as old, comical ladies. (Glover & Kaplan, Genders, 2000)

In a study about stereotypical gender in animated movies for children, men's figure was reflected as braver, more inventive, aggressive or they were better at being a leader and was the

one who saved others mainly a woman. (same in Snow white). On the other hand, women's figures stand for romantic, more mature, sensitive or with less technical abilities than the second gender.

On the other hand, there are also movies, where the main hero, the strong one, more capable of hard work is a woman. The men stand in typically women´s footsteps. For example, in Hunger Games, where the main characters have exchanged the representation of the stereotype for their gender. Peeta Melark, the male character, is more sensitive, caring and less with weapons. Meanwhile, Katniss Everdeen, the female representant, is excellent in archery and proficient in strength activities and combat. (Hunger games, 2019) Same with Czech Popelka or Lara Croft.

The media have the power to show how men and women should act, what they are like and how to be like them. There is a lot of gender stereotyping in the media, as well as allusions to the characteristics of both sexes. (Eugenia Zerbonosova, 1995)

In conclusion, every way which shows a hero, villain or typical men and women character helps to distinguish how a person as a representative of one category should act.

2.5 Summary of chapter 2

The second chapter focuses on gender in many ways. The basic idea is to explain the concept of gender and how it has changed over time. Another important landmark is the distinction between femininity and masculinity. For an adult to understand a child and his or her gender, it is also necessary to know the media and their opinions, attitudes and examples of gender, their characteristics, facts and ideals.

3. Summary of the theoretical part

The first part of the bachelor thesis deals with the clarification of basic concepts, including role models, gender, masculinity and femininity, gender stereotypes and media.

It deals with the issue of choosing role models. Children, but also adults choose these personalities from three main spheres - family, past and media. Younger children have idols from their families and immediate surroundings. The moment the child grows up, he chooses a person who has done great things in the past based on his own interests. The last place and currently the most influential source is the media. Its massive daily supply influences each one of us. Often a person is under pressure from the media without knowing it.

The media present two main types of idols - positive and negative. When it depends not only on the actions of the selected idols, but also on how they influence their admirers. A positive idol may not only influence admirable qualities and actions but also negative human qualities. With negative role models, this pattern can work as expected but also the other way around.

Another important issue is gender. Nowadays, there are many different opinions, on the number of genders and the statement on important characteristics related to them. This paper stays with the old division of the two sexes and their influence to choose idols. Although the media offers certain patterns and stereotypes of behaviour, each individual judges according to personal preferences. Whether girls only choose their female role models and boys choose their male role models will be answered in the practical part of this undergraduate project.

The final research question is about the importance of idols and how they are viewed through television screens and cinema screens. As in the previous paragraph, it depends on the choice of the individual. Taking the three main types of role models are - Anti role models, Multiple and imagined role models. There cannot be one role model for certain situations. Since a superhero may be strong like Hulk but may not be as visually appealing as Captain America.

4. Practical part

This bachelor thesis consists of two parts, the first theoretical which is mentioned above. It is followed by a practical part which serves to better understand the research questions. It brings an immediate close look at the children's views on the topic of role models and the media. It addresses the idea of choosing a role model from the media, the reasons for choosing a particular character or choosing an idol from new or old films.

The practical part of the thesis evaluates the questionnaire and its questions on second-grade primary school students. It clarifies the main popular idols and the reasons for their choice. It completes the answered research questions and answers those questions that have not yet been clarified.

Research questions:

- How are children choosing role models?
- Do children tend to pick role models from new movies or do they look up to characters in older movies?
- Whether girls pick only female role models and boys only choose male characters?
- How important is the perception of idols through television and cinema screens?

4.1 Research method

For the purpose of this paper, the research method chosen is a questionnaire. It is provided to children through the Survio website. The online form prevailed over the face-to-face questionnaire because of the covid situation and also the internet provides faster data mediation, better accessibility for all respondents. At the same time, each respondent can choose the time of completion, so this approach does not put pressure on slower respondents. Each individual can choose the timeline associated with thinking through each question.

The questionnaire itself consists of 10 questions focused on choosing a favourite character (see Appendix 1). The aim is to find role models from the perspective of today's children in the second grade of primary school in the Czech Republic. The respondents range in age from 11 years to 15 years.

Initially, the questionnaire was made available to children through a Facebook page. It did not meet with many respondents, only 6 children replied. For this reason, it was necessary

to transmit the questionnaire through other platforms, closer to the children and therefore more widely used. Instagram was the obvious choice for sending out the link to the questionnaire. It met with more success on this app. Similarly, Michael Durcak states in his article that children are using social networks much more than they did before the Covid pandemic. While Facebook sticks to the older generations, today's kids are primarily using Instagram, followed by TikTok. (Durčák, Reportér, 2022)

4.2 Research questions

This subsection analyses the individual questions in the aforementioned questionnaire, which is entitled: The most popular film character. It examines the answers and the related results.

Question number 1: Gender

The first question asks about the basic distinction between a boy and a girl. The other genders are mentioned in section 2.1. 39 pupils answered the questionnaire in total.

ANSWER	RESPONSE	SHARE
GIRL	27	69.2 %
BOY	12	30.8 %

Table 1 Gender

As shown in Table 1, of the total 39 responses, 27 are girls, accounting for 69.2% of the responses, and 12 are boys, accounting for 30.8% of the responses.

Question number 2: I go to:

In this multiple choice question, children ticked the class they are attending this school year. They had a choice of 6th, 7th, 8th, and 9th grade elementary school classes or the corresponding multi-year high school classes.
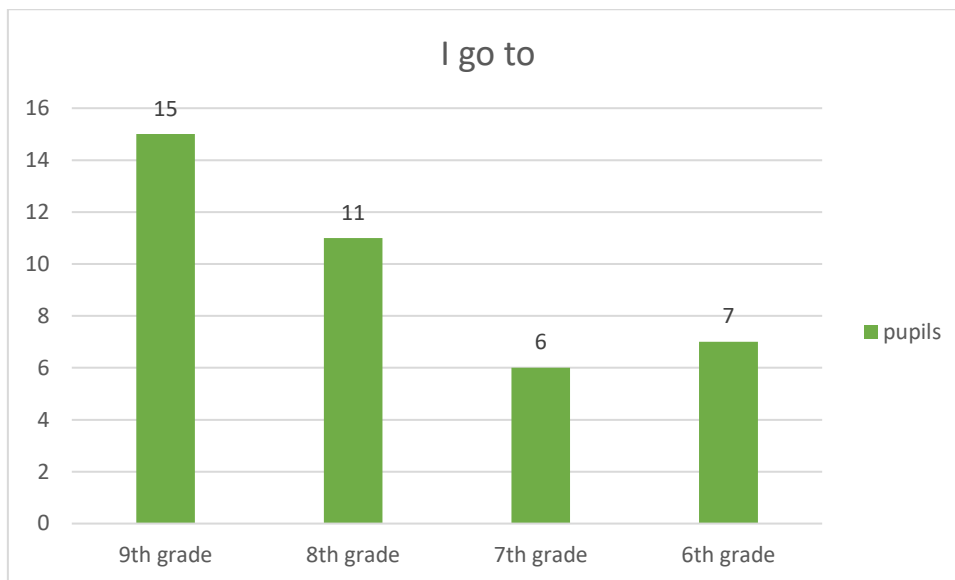
Figure 1 I go to that class

Figure 1 specifies the appropriate class that the respondent attends. Pupils in the 9th grade are the most represented with 15 children. This is followed by children from the 8th grade with 11 corresponding. In third place is the 6th grade with 7 respondents. Pupils from the 7th grade were the least involved with only 6 children. As also mentioned in the paragraph above classes are also linked in the context of children attending multi-year grammar schools.

Question number 3: Genre of my favourite films

Question 3 deals with the choice of film genres that are popular among children. There are 6 genres to choose from, and if the respondent does not choose any of them, he/she can choose the other item. Furthermore, for the purposes of this thesis, there is no need to identify other favourite genres, as more important are the film characters that represent a particular type of film genre. By inferring this, one can get back to evaluating the other response.
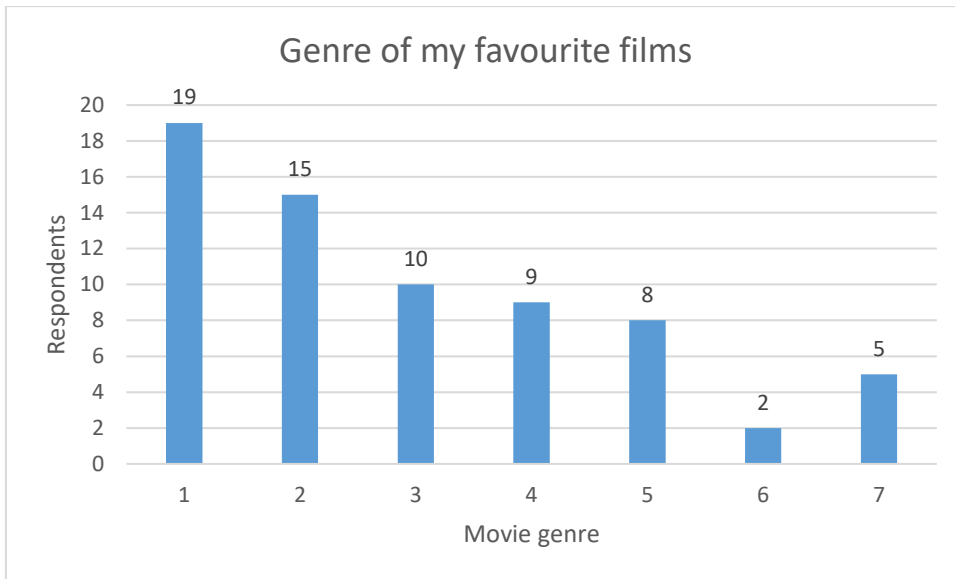
Figure 2 Genre of my favourite films

Figure 2 shows the most popular film genres. In order from most popular to least popular are: action, comics, romance, animation, fairy tales, and in last place are comic book movies. There is a difference of 17 responses between the most popular action movies and the least popular comic book genre. Only 5 respondents were unable to choose between the options offered. This is due to possible unfamiliarity with the genres or the possibility that one may not have a favourite film genre.

Question number 4: Favourite character(s)?

For this question, the children were asked who they would choose as their favourite character from their point of view. It is an open-ended question and the answers become more varied. Some chose one main character, masculine or feminine while others considered multiple characters as favourites.
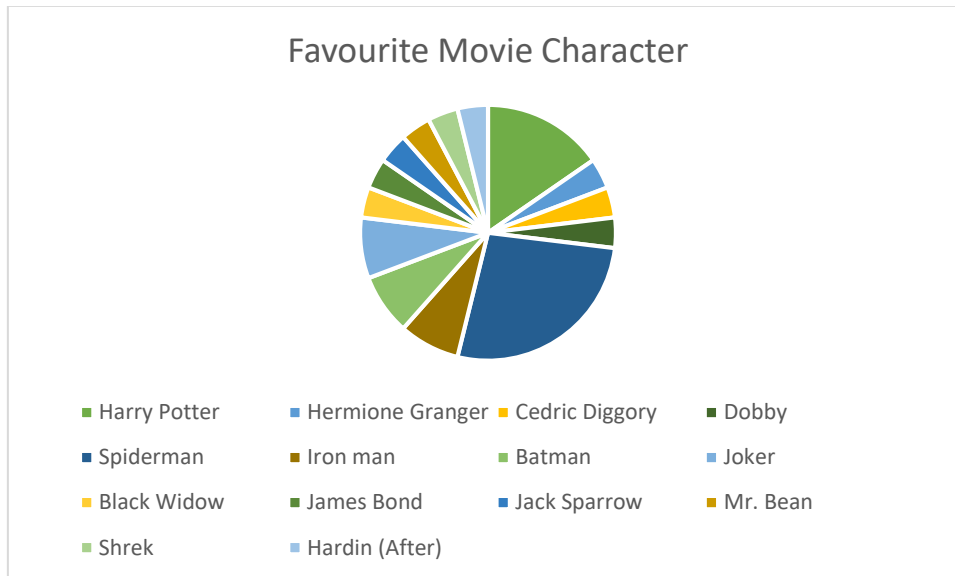
Figure 3 List of some answers

The table lists the most famous movie characters. Harry Potter (Films 2001 – 2011) still holds its place among children. Of these, Harry Potter (character) leads the pack, followed by Hermione, Cedric Diggory, Dobby or Ginny Weasley. These characters have a strong story in the films. For this reason, they remain etched in the minds of their watchers.

There are also important characters in the field of heroes from Marvel and DC comics. These roles are dominated by Spider-Man (character,2002 – 2021), followed by Iron Man or Tony Stark (character, 2008 – 2013),or other characters such as Batman(films 2005 – 2012), Joker(2019), Doctor Strange, but also a girl heroine like Black Widow(character or the negative character Thanos. Spider-Man's popularity win is probably related to the number of movies made about him, as well as the newest film from 2021, Spider-Man: No Way Home.

From older films and film series, James Bond(1962 – 2021), Sam from Lord of the Rings(2001 – 2003), Jack Sparrow from Pirates of the Caribbean(2003 – 2017), Dominic Toretto from The Fast and the Furious(2001 – 2011), Mr.Bean (series 1990 – 1995;films 1997, 2002, 2007) or Kevin McAllister from Home Alone(1990 – 1997) are favourites. All of these characters are mentioned once. They demonstrate the diversity of opinions among the respondents and also answer one of the research questions. Children still choose role models from older films. However, it is only a small number of children who think this way.

On the other hand, newer films also have their place. Whether it's children's films like Kung Fu Panda(character Tigress,2008 – 2016), the film Kouzelná Beruška a Černý Kocour in English it is called Miraculous: Tales of Ladybug & Cat Noir (main character Ladybug,2015), Shrek(2001 – 2010), Honza from the fairy tale Princezna a půl království in English The Princess and the Half Kingdom(2019) or Rebelka in English Brave(character Merida, 2012). This selection shows more the influence of childhood, magic and above all the claim that good triumphs over evil.

Right behind fairy tales are new movies that influenced respondents. The leading film is After (2019 – 2021) and the character Hardin. In second place are Strange things (2016 – 2022) and the character - Max Mayfield, Shadow and Bone (2021) and the characters - Nina Zanik or Jesper Fahey. Then the Anna with an E series (2017) character - Anna or the film Into the beat (2020)- character Katya were mentioned.

There is a diversity of responses to this question about favourite character, with newer films and modern classics such as superheroes predominating. Two respondents don't know answers, one historical figure, Margaret Thatcher or unintelligible answers were eliminated from the total list. Overall, out of 39 responses, only 5 were counted and eliminated due to incomprensible answers.

Question number 5: Why do you like your favourite character (optional question)

This question is not set as one of the mandatory questions. Out of 39 respondents, 30 children answered and 9 skipped the question. Most of the respondents choose their favorite character based on character traits and actions. The most mentioned were kindness, bravery, courage, sympathy, love, kindness, ability to sacrifice themselves and fearlessness. Another element is comparability to the idol in question. Children want to be like a movie hero close to them. Respondents did not forget about appearance. One of the comments was the emphasis on Thanoses purple color. Children look at the way of behaviour and actions in given film situations, admiring both the positive aspects of heroism and sacrifice and the negative aspects, which are cunning and magic. Nine respondents chose not to answer this question.

Question number 6: Rate your favourite character

The evaluation of the character is done using a rating scale with three values, representing grades in school. They ranged from 1 - 3, with 1 representing agreement with the statement, 2 representing not-knowing, and 3 representing disagreement.

MY FAVOURITE CHARACTER MUST BE	1 - AGREE	2 – DON´T KNOW	3 DISAGREE
BE STRONG	16	15	8
HAVE SUPERPOWERS	11	7	21
BE GOOD – LOOKING	12	14	13
NICELY TALK	18	13	8
WIN OVER EVIL	23	4	12
BE SMART	23	7	9
SOLVE EVERYTHING	16	15	8

Table 2 Character qualities

Of all the character traits mentioned, respondents agree on winning over evil and cleverness. These are followed by the way the character speaks and strengths. Conversely, the least important to the respondents are supernatural abilities, which includes flying, magic and many others. The element that has a balanced score for all three options is appearance. Here it is not possible to conclude whether children choose characters based on appearance or whether they do not care about it at all.

Question number 7: Favourite male movie character

This question finds an answer in male role models from the movies. Some answers matched those for question 4, others came up with new ideas.
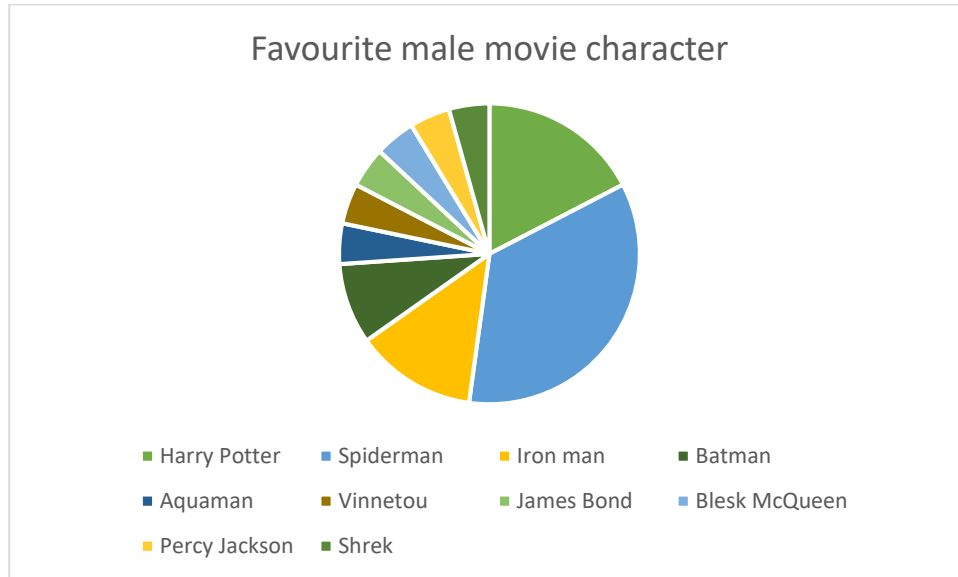
Figure 5 Favourite male movie character

As with question 4, Spiderman featured most, followed by Harry Potter. Then other superheroes Iron man, Batman. Aquaman is the latest to be mentioned. Furthermore, one respondent was attracted to Vinnetou, which confirms the research question that children choose from older films. While 4 respondents of the girl gender answered don't know. This brings us to the research question of whether girls are more likely to choose female role models. Although this question can not be completely refuted, it seems that it has been at least partially confirmed.

Question number 8: Favourite female movie character

The eighth question addresses the respondents' selection of female film characters only. It also seeks to answer the research question of whether girls choose female characters rather than male characters.
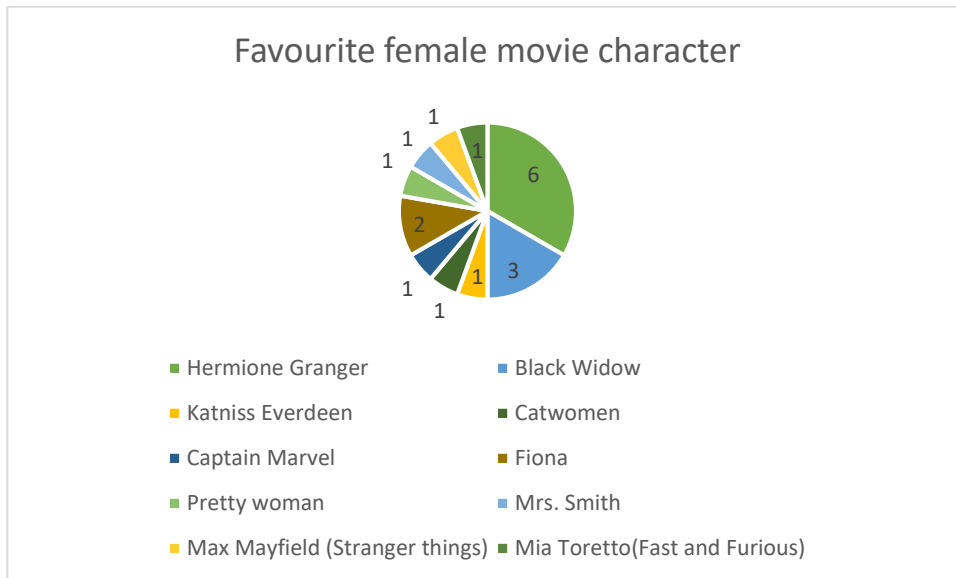
Figure 6 Favourite female movie character

As with a popular male movie character, the Harry Potter movie has its place. Hermione Granger has the most responses. Followed by Black Widow. This sample clearly shows that boys and girls look up to superheroes and characters from the Harry Potter films. In third place is the character Fiona from Shrek. The other answers are from only one respondent. They can be divided into older films which include Pretty Woman, Mrs. Smith or Mia Torreto from Fast and Furious. More recent films include characters such as Captain Marvel, Catwoman or Katniss Everdeen from the Hunger games. Only 10 characters are selected from all the answers. (For all answers see appendix 2) Out of the total number of responses, 5 items are eliminated due to incorrect replies or because respondents did not know.

Question number 9: Have you seen a Marvel movie?

       The ninth question asks about knowledge and awareness of Marvel superhero movies. The aim is to find a common factor whether all children in the second grade of primary school in the Czech Republic have a common type of movie character.
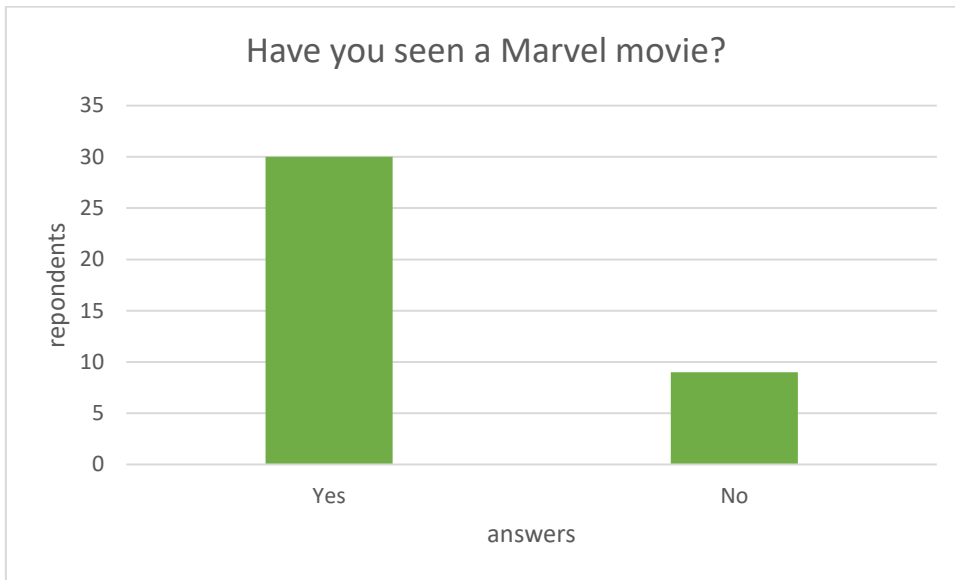
Figure 7 Have you seen a Marvel movie?

       Figure 7 shows the proportion of respondents who are familiar with Marvel movies to the proportion of unfamiliar individuals is 30:9. This implies that most respondents are familiar with Marvel superheroes. While only 23.1% of the respondents do not watch this type of movies.

<u>Question number 10: From the heroes listed, choose the one you like the most. (optional)</u>

This question is related to the previous question. If the respondent has no knowledge of Marvel superheroes they can skip the question entirely.
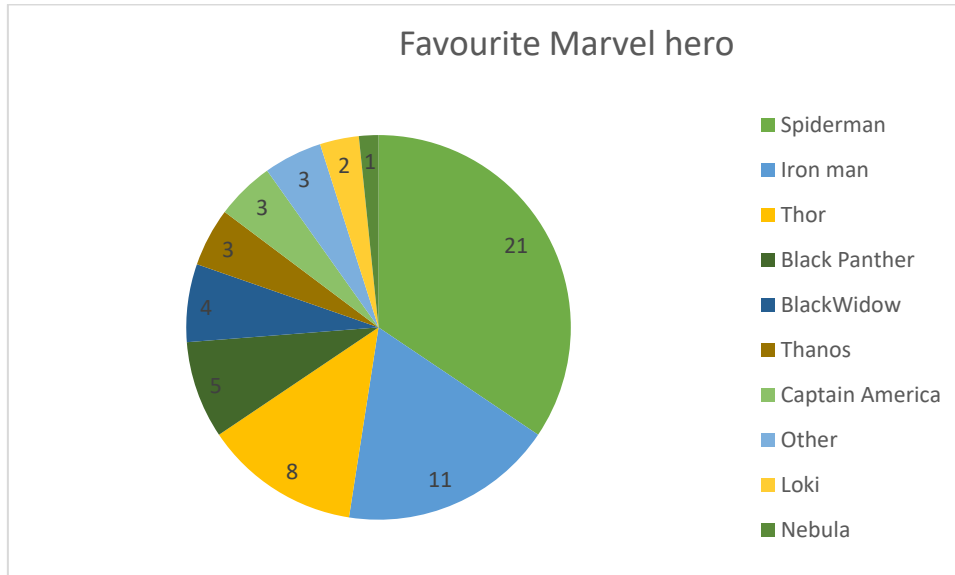
Figure 8 Favourite Marvel hero

Figure 8 shows the most popular Marvel heroes. The most popular is Spider-Man. His popularity runs through the entire questionnaire. It probably comes from the many movies made about him, especially the more recent 2021 movie Spider-Man: No Way Home. Many respondents have a favorite actor from the Spider-Man role, which is why 21 respondents chose him. He is followed by Iron man or Tony stark, who received 11 votes or only 32.4%. Although the movies about him are older from 2008 - 2013, he is still a popular hero. In third place is Thor. The movie about him itself is from 2011, and the glory of his character is more in his actions, strength, prowess and brave heart. After that are the roles of Black Panther and Black Widow. Both of these heroes are considerably more recent than all the aforementioned characters before them.

An interesting observation is the popularity of the negative character Thanos. He received 8.8% of the vote on this question. Respondents are mainly interested in his purple appearance, sternness or strength.

4.3 Summary of Research questions

Throughout the questionnaire, the most frequently mentioned characters are Spiredman, Harry Potter and Iron man. The gender of the children is also known, and if they have to choose a character in relation to their gender, they always choose a character from the same film from which they are close to another character.

At the same time, children in the second stage of primary school will remember a series of films, not a single film. The probable reason for this selection is the continuation of the plot and new films with popular characters.

In terms of the appearance and behaviour of the characters, the respondents mainly care about positive character traits such as cleverness, good-heartedness or purposefulness. Another important aspect is the victory of good over evil, which belongs to basically all the characters and films mentioned. On the contrary, respondents do not require their favourite character to have superpowers.

Regarding the research questions answered. One can argue over the connection between gender and the choice of a movie idol. The questionnaire shows that most children choose a character not depending on gender but on character traits, appearance and actions.

The question of the age of the film from which respondents choose is simple. Most children choose from more recent films. Especially the ones they find attractive. One example is Spiderman and its latest version from 2021. Yet it cannot be said that children do not choose from older films. Harry Potter, for example, has been a permanent classic for several generations, as has the aforementioned Vinnetou. However, really old films are the exception rather than the rule.

5. Movies

Movies have been with children since 1895 when the Lumiere brothers began showing very short films. (Kovářová, 2021) Nowadays there is a great variety of genres, heroes, authors, styles and styles. This chapter follows the questionnaire and elaborates on the 3 most frequently shown films.

5.1 Brief history of movies

For completeness of the topic it is necessary to know its origin, therefore the origin of the films. This chapter will explain the origin of the film, its authors and mention current trends.

The beginning of the film was not easy. At first, the film was not taken well by early critics who compared it to theatrical performances. The first shots were very short, often only one scene, for example the arrival of a train. At first, comedy genres were made with a humorous origin. (Kovářová,2021)

The first film comes from America. The authors are Auguste and Louis Lumière with their minute pictures (see Appendix 3). As late as October 1895, the Czech Republic was involved in the production of a film and it was set in Šumava during the "Hořické pašíjové hry" (Kovářová, 2021)

The film is presented nowadays as *"a series of moving pictures, usually shown in a cinema or on television and often telling a story"* (Cambridge dictionary). Meanwhile, the word "movie" has come to be seen as a representative of film on cinema screens and television screens (Miriam- Webster).

Today, audiences demand a series of films. However, most of the individual episodes are over an hour long, often over two hours. At the same time, thanks to the Covid- 19 pandemic, people have become accustomed to the comforts of home and streaming services. Therefore, filmmakers are forced to balance their own creativity with the demands of a rapidly changing film industry. (Luthy, UNCSA, 2022)

5.2 Spiderman

The most popular film among respondents is clearly the Spiderman series of films. Whether the main superhero is played by Tom Holland, Andrew Garfield or Tobey Maguire (see appendix 3).This chapter looks at the character of Spider-Man.

Currently, children are most influenced by the latest 2021 film Spiderman: No Way Home, so I will only discuss this film in the following section. It is filmed in America. It is one of the sequels to the superhero movie. The film is based on the Marvel comics. There are rumors about which company owns the rights. The truth is that: *"Sony Pictures owns the film rights to Spider-Man, while Disney owns Spider-Man merchandising rights."* (Wagner, 2021)

Spider-Man is a fictional character invented by Marc Webb. He is a teenager who gained his spider powers after being bitten by a radioactive spider. The character is portrayed as Peter Parker. In the last film, he struggles mostly with himself with the consequences of his decisions. At the same time, he deals with the problems of living a double life and how to separate the life of Spider-Man whose personality has been revealed and how to keep his face at the same time. (Martin, Spiderman, Britannica)

The figure of Spiderman is a representation of the genius of the sciences with a motto: "With Great Power Comes Great Responsibility!" (Marvel) Its incredible qualities include excessive power, precision and speed. He can heal his injuries much faster than an ordinary human. He has his own internal spider sense which helps him to predict imminent danger, the direction of origin and also the extent of such danger. Among his original inventions are webs that help him attach himself to buildings or move more quickly from place to place. They consist of a strong fabric that can hold a large vehicle or several people for at least two hours. (Marvel, Spiderman, information from https://www.marvel.com/characters/spider-man-peter-parker/in-comics)

Superhero Spiderman is an advocate for weak, innocent people. Thanks to his superpowers, he can defeat the bad guys. He is loved by children not only for his spider abilities but also for his character traits.

5.3 Iron man

The second most popular superhero according to the questionnaire is Iron Man. This role is portrayed by actor Robert Downey Jr. This subsection looks at the side of this very intelligent superhero.

For Iron Man, it is not possible to single out one film, but it is necessary to talk about a series of three follow-up films bearing the same name as their main representative, i.e. Iron Man 1, 2 and 3. The films were released between 2008 and 2013. Unlike the aforementioned Spiderman, this "iron hero" has already completed the series. Fans are hoping for the next installment of this series to be made. If the estimates are correct it should be filmed in 2024 - 2025. (Capel, 2022)

The character of Iron Man, or Tony Stark, belongs to four people, including Stan Lee (writer), Larry Lieber (scriptor), Don Heck (painter), and Jack Kirby (suit designer).(Richard, Sanderson, 2021) Tony Stark is the son of weapons business owner Howard Stark. His famous suit comes from the very reason his gun deals got him some of the shrapnel to his heart. Because of this, he has an electromagnet near his heart that will not allow the shrapnel to pass through his heart. The reclusive superhero creates an upgrade to such an electromagnet in The Arc Reactor. (Marvel, Iron man, information fromhttps://www.marvel.com/characters/iron-man-tony-stark/on-screen/profile)

Thanks to the arc reactor, Tony Stark creates a suit that helps him fight crime. Not only can he fly it, but it gives him super strength, weapons and durability. Many children look up to this superhero because of his character traits - cleverness, strength, resilience, ingenuity, wit and charm. At the same time, he represents the kind of confident, independent person who fights for what he believes in. (Kiddle Encyclopedia, 2022)

Iron man represents work, perseverance, determination and above all the importance of learning. Despite his profession helping to increase violence, but in his spare moments he tries to do the opposite of these acts, stopping negative characters and achieving peace.

5.4 Harry Potter

Harry Potter is one of the most repeated films. His characters are frequently mentioned in the questionnaire. It is not possible to consider just one character here as the character of Harry Potter and Hermione Granger are very much aligned with children.

The Harry Potter film series is based on a book series of the same title. The whole story is divided into 8 films that premiered between 2001 and 2010. (Eldridge, 2022) Unlike Spiderman, the series is much older but still popular among respondents.(see appendix 3)

The world of Harry Potter brings a new way of life to the world of magic. In the books and films people are divided into wizards and muggles. Like superheroes, these characters have superpowers which are connected with magic, spells and supernatural. For example there are supernatural creatures such as Goblin, Three-headed dog, Unicorn, Centaur, Mandrake or House-Elf. (Schoellkopf, 2016)

5.4.1 Harry Potter

The character of Harry Potter is the main hero of the whole series. Through the films, Harry evolves from the age of 11 to adulthood, giving the audience the opportunity to grow, change their views and experience the teenage wizard's situations with Harry. (Eldridge, 2022)

Among Potter's greatest strengths are his qualities. He is brave, clever, sensible, caring but above all he follows his feelings. Many of his successes arise from the people he surrounds himself with. He points out the choice of friends around him and the importance of working together. (SparkNotes)

For the respondents, Harry Potter represents a person who has a large circle of friends, has adventures and knows how to deal with difficult situations. At the same time, there is always a theme of good winning over evil, positive character traits and certain super powers.

5.4.2 Hermione Granger

The female character of Hermione Granger isn't exactly a favorite at first. However, she is a clear proof that when you give space to someone who at first doesn't stand up to you, you can find a true friend.

Unlike Harry, Hermione is a book lover, one of the few peers who can find the answers to all her questions in books. She is not ashamed to show her knowledge in front of the class

and answer the questions asked by the teachers. Her positive qualities include composure, cleverness, loyalty and high intellect.*" Rowling stated that Hermione resembles herself as a young girl, with her insecurity and fear of failure.".* (Wikipedia)

The character of Hermione shows children that it pays to acquire new knowledge. In 2016, she was voted the best female character of all time by The Hollywood Reporter. (Staff, 2016) This clearly shows the consensus of the most popular female character in the questionnaire which is also Hermione. Her character is very close to both girls and boys.

4.5 Summary of Chapter 4 movies

Considering the results from the questionnaire, 3 film series are selected which sum up the most responses from the respondents. These movies are Spiderman, Iron man and Harry Potter.

The Spiderman film series is the most represented. Its popularity stems primarily from the 2021 film, Spider-Man: No Way Home. It's also one of the most talked about topics of our time. Not only is the future of the superhero being discussed, but also the rights to the hero in general. Spider-Man is an idol for his superpowers, character traits, demeanor, and most importantly, his success in fighting evil.

Another superhero mentioned is Iron Man. His popularity stems mainly from his timeless portrayal. He is an important idol in terms of what he believes in. At the same time, he is popular for his skills to create a super suit that helps him fight crime or his fight for life with shrapnel at his heart.

Somewhat unexpectedly, the Harry Potter film series recurred in the questionnaire. This magical world is still interesting and admired by children. Its popularity is due to the Czech television screens, which repeat its episodes at least once a year. This statement is related to a research question that questions the importance of idols and their mediation through television and cinema screens. The answer is clear. Not only cinemas but also television has a big part in shaping role models. Most children for at least 2 generations have grown up with the Harry Potter story that is mediated by television every year.

6. Summary of the practical part

The practical part of the thesis deals with the research questions on the topic of favourite film characters and their selection. This research objective is conveyed through a questionnaire and the second part of the practical section discusses the three most common responses with an emphasis on the characteristics of the main characters and their contribution in relation to role models.

The questionnaire was made available to the respondents through the Survio.cz website because of the Covid-19 pandemic. The link to the questionnaire showed both the power of social networks and which teenagers spend more time on. Through the social network Facebook, there is an unattractiveness for children who move to Instagram. More than 30 respondents answered on Instagram, while only 5 responded through Facebook.

Girls predominate among the 39 respondents. However, gender is not so decisive in choosing a favourite character. The most popular film genres are action and comedy.

Answers vary widely for the most popular character. It's a wide range. On the one hand there's Harry Potter, superheroes from Marvel and DC comics through fairy tale characters to fantasy series like Stranger Things and Pirates of the Caribbean. From all the answers, 5 non-specific answers are eliminated. (see appendix 2)

When choosing a movie idol, the attractiveness to the individual is important. The most desired characteristic is cleverness along with other positive characteristics. The winning of good over evil or certain sympathies for the role models also matters.

If the respondent has to choose a favourite character according to the opposite gender to the one he/she belongs to. They always choose from the same movie. For example, if a boy chooses Harry Potter and is asked for his favourite female character. In that case, he chooses Hermione Granger.

When creating the questionnaire, the aim was to find a favourite creator of these heroes and one hero that would be known to as many respondents as possible and also popular. Students were given a choice of heroes from Marvel and chose the superhero Spiderman who is currently the most discussed and admired.

The second part of the practical part of the questionnaire focused on the three film franchises most mentioned in the questionnaire. It analyses the films Spiderman, Iron man and

Harry Potter. Together with them it looks at their heroes and finds the reason for their popularity.

Conclusion

This thesis deals with children and their role models from the media. Children in today's accelerated times prefer movies rather than books alone. One reason for this is the time-consuming nature of reading a book and watching one movie. The role in deciding which hero a student in Primary Two will admire and emulate depends on the conveyance through the television screen, the characteristics and actions of the idol.

It can be said that newer films that meet their requirements for contemporary models are more attractive to children. An example is the latest Spiderman films. However, there is also a place for older films, the so-called classics, whose heroes remain in the memory of children to a much lesser extent. They survive thanks to television screens and their reruns. New films, on the other hand, have a foothold on cinema screens.

Regarding the research questions, the bachelor thesis was able to answer most of them. The main one is the way children choose their role models. It is clear that the older they get the more they need role models other than those in their immediate vicinity. That is why they focus on the media which brings new information about existing role models and new role models every day. Most children choose from new films that are closer to them and better represent their needs and model new views.

The most difficult research question to answer is about the choice of pattern according to the gender of the respondent. This question cannot be confirmed or refuted. The problem lies in the small sample of respondents.

The research was conducted through a questionnaire. A larger number of respondents and a larger number of questions are needed for better validity of the research. At the same time, the questionnaire could be supplemented by an interview with the respondent to clarify incomprehensible answers and add important information. One of the possibilities of how to continue is to focus in more detail on the study of Marvel superheroes and what they bring to today's children or conversely what these role models should not represent.

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Appendices

Appendix 1a Questionnaire (in Czech)

Nejoblíbenější filmová postava

1. Pohlaví

Vyberte jednu odpověď.

Dívka
Chlapec

Table 1A.1 Pohlaví

2. Chodím do:

Vyberte jednu odpověď.

6. Třída (odpovídající třída gymnázií – prima)
7. třída (odpovídající třída gymnázií – sekunda)
8. třída (odpovídající třída gymnázií – tercie)
9. třída (odpovídající třída gymnzázií – kvarta)

Table 1A.2 Třída

3. Žánr mých oblíbených filmů

Vyberte jednu nebo více odpovědí.

Pohádka
Animované
Komiksové
Komedie
Romance
Akční
Jiná …

Tabla 1A.3 Žánry

4. Nejoblíbenější postava/y?

Napiš alespoň název filmu a jméno nejoblíbenější postavy.

Napište jedno nebo více slov…

Table 1A.4 Nejoblíbenější postava

5. Pokud chceš, budu ráda, když napíšeš proč máš rád/a svoji oblíbenou postavu?

Napište jedno nebo více slov…

Table 1A.5 Důvod oblíbenosti

6. Zhodnoť svoji oblíbenou postavu:

Pokud souhlasíš s tvrzením, zaškrtni 1, pokud ne 3 a pokud nevíš 2

	1	2	3
Moje oblíbená postava musí být silná.			
Musí mít nadpřirozené schopnosti (př. umět létat, čarovat…)			
Musí se mi líbit jak vypadá			
Hezky mluví			
Vyhrává nad zlem			
Je chytrá			
Dokáže všechno vyřešit			

Table 1A.6 Hodnocení postavy

7. Nejoblíbenější mužská postava z filmu?

Napiš alespoň jednu oblíbenou mužskou filmovou postavu a název filmu.

Napište jedno nebo více slov …

Table 1A.7 Mužská postava

8. Nejoblíbenější ženská postava.

Napiš alespoň jednu oblíbenou mužskou filmovou postavu a název filmu.

Napište jedno nebo více slov …

Table 1A.8 Ženská postava

9. Viděl/a jsem film od Marvelu?

Vyberte jednu odpověď.

Ano
Ne

Table 1A.9 Marvel

10. Z nabízených hrdinů vyber toho, kterého máš nejraději, pokud je neznáš, nemusíš odpovídat.

Vyberte jednu nebo více odpovědí.

Spiderman
Iron man
Kapitán Amerika
Nebula
Hulk
Black Panther
Black Widow
Thor
Thanos
Gamora
Loki
Jiná…

Table 1A.10 Výběr superhrdiny

Appendix 1.b Questionnaire (in English)

Favourite movie character

1. Gender

Please choose one asnwer.

Girl
Boy

Table 1B.1Gender

2. I go to:

Please choose one asnwer.

6th grade
7th grade
8th grade
9th grade

Table 1A.2 Třída

3. Genre of my favourite films:

Please choose one or more answers.

Fairy tail
Animation
Comics
Comedy
Romance
Action
Other …

Tabla 1B.3 Genres

4. Favourite charaster/s?

Write at least the title of the film and the name of your favourite character.

Write one or more words …

Table 1B.4 Favourite character

5. If you want, I would be happy if you write why do you like your favourite character?

Write one or more words …

Table 1B.5 Reason for popularity

6. Rate your favourite character:

If you agree with the statement, tick 1, if not 3 and if you do not know 2

My favourite character must be	1	2	3
strong			
Have superpowers			
Be Good-Looking			
Nicely talk			
Win over evil			
Be smart			
Solve everything			

Table 1B.6 Character evaluation

7. Favorite male character from the movie?

Write at least one favourite male film character and the title of the film.

Write one or more words …

Table 1B.7 Male character

8. Favorite female character from the movie?

Write at least one favourite male film character and the title of the film.

Write one or more words …

Table 1B.8 Female charater

9. Have you seen a Marvel movie?

Please choose one answer.

Yes
No

Table 1B.9 Marvel

10. From the heroes offered, choose the one you like best, if you do not know them, you do not have to answer.

Please choose one or more answers.

Spiderman
Iron man
Captain America
Nebula
Hulk
Black Panther
Black Widow
Thor
Thanos
Gamora
Loki
Other…

Table 1B.10 Superhero selection

Appendix 2A Tables of all answers (in Czech)

Otázka číslo1: Pohlaví

	Responzí	**Podíl**
Chlapec	27	69.2%
Dívka	12	30.8%

Table 2A.1. Pohlaví - odpovědi

Otázka číslo 2 : Chodím do:

	Responzí	**Podíl**
9. třída (odpovídající třída gymnázií – kvarta)	15	38.5%
8. třída (odpovídající třída gymnázií – tercie)	11	28.2%
7. třída (odpovídající třída gymnázií – sekunda)	6	15.4%
6. třída (odpovídající třída gymnázií – prima)	7	17.9%

Table 2A.2. Třída – odpovědi

Otázka číslo 3: Žánr mých oblíbených filmů

	Responzí	Podíl
Akční	19	48.7%
Komedie	15	38.5%
Romance	10	25.6%
Animované	9	23.1%
Pohádka	8	20.5%
Komiksové	2	5.1%
Jiné	5	12.8%

Table 2A.3. Žánry - odpovědi

Otázka číslo 4: Nejoblíbenější postava/y?

	Responzí	Podíl
Harry Potter	2	5.1%
Všechno nebo nic - Linda	1	2.6%
Kouzelná Beruška a Černý Kocour – Beruška	1	2.6%
Kevin McCallister, Harry Potter, Mr.Bean, Hermiona	1	2.6%
Joker, Batman, Spiderman	1	2.6%
James Bond	1	2.6%
Iron man, Tony stark	1	2.6%
Harry Potter a ohnivý pohár – Cedric Diggory	1	2.6%
Film: Válka Zítřka, postava hlavní hrdina(nepamatuju si jeho jméno)	1	2.6%
Kung- fu panda - Tygřiče	1	2.6%
Endgame – Thanos	1	2.6%
Doktor Strange	1	2.6%
Dobbie z Harryho Pottera	1	2.6%
Bobík ze Čtyřlístku, Čtyřlístek ve službách krále	1	2.6%
American Pie Steve Stiffler	1	2.6%
Amazing Spiderman – Andrew Garfield	1	2.6%
Aladin	1	2.6%
Dominic Toretto a Letty	1	2.6%
After – Hardin Scott	1	2.6%
Máchal	1	2.6%
Marley a já - Marley	1	2.6%
Tanec v srdci – Katya	1	2.6%
Spiderman – Peter Parker, Back Widow – Natasha	1	2.6%

Romanoff,Ironman – Tony Stark, Andavision – Wanda Maximoff		
Spiderman	4	10.4%
Slender Man, Batman	1	2.6%
Shrek	1	2.6%
Margaret Thatcherová	1	2.6%
Rychle a zběsile Toreto	1	2.6%
Princezna a půl království – Honza	1	2.6%
Piráti z Karibiku – Jack Sparrow, After - Hardin	1	2.6%
Pán Prstenů, Sam	1	2.6%
Rebelka, Rebelka	1	2.6%
Max Mayfield - Stranger Things, Ginny Weasley - Harry Potter (i když knižní Ginny mám radši), Nina Zenik - Shadow & Bone, Jesper Fahey — Shadow & Bone, Anne Shirley-Cuthbert - Anne with an E	1	2.6%
Nevím	1	2.6%

Table 2A.4 Postava - odpovědi

Otázka číslo 5: Pokud chceš, budu ráda, když napíšeš proč máš rád/a svoji oblíbenou postavu?

	Responzí	**Podíl**
Bez odpovědi	8	20.5%
Že je takový nebojácný a strašně někdy tele, to mi připomíná mě :Dd	1	2.6%
Je fajn	1	2.6%
Je fakt dobý a umí jezdit rychle z auty	1	2.6%
Je odvážný a snaží se pomáhat lidem	1	2.6%
Je odvážný, milý, reálný, vtipný	1	2.6%
Je roztomilý	1	2.6%
Je to statečný a věrný přítel	1	2.6%
Je to pes, miluju psi a když umře miluju ho	1	2.6%
Jsou to moji hrdinové a chtěl bych být jako oni	1	2.6%
Jsou to neobyčejní zloději, kteří nejsou zlí, ale jsou hodní a nechcou nikomu ublížit	1	2.6%

Kdo viděl ví, kdo neví je mimo. Má skvělé hlášky	1	2.6%
Kvůli její osobnosti	1	2.6%
Mám ji ráda, protože se mi líbí, že ta postava má pozitivní i negativní stránky osobnosti (jako v reálném životě). Líbí se mi jak postava přemýšlí a jedná.	1	2.6%
Mám ji ráda, protože zachraňuje každý den lidi	1	2.6%
Mám ráda když někdo bojuje a James Bond hodně bojuje	1	2.6%
Doctor Strange je skvělá osobnost. Přestože se někdy chová egoisticky a myslí hlavně na své dobro, dokázal by se obětovat. Má dokonalé hlášky jak jinak.	1	2.6%
Měl rukavici, velký meč, je fialový	1	2.6%
nope	1	2.6%
Postavila se za to co měla ráda, protože dokáže někoho hodně milovat a snaží se být 1lepším člověkem	1	2.6%
Sekne mu to! Má styl.	1	2.6%
Skvělá herečka	1	2.6%
Sympatický a ztotožňuji se s jeho povahou	1	2.6%
Sympatický, hezký a hodný kluk	1	2.6%
Tygřice mi připadá dost odvážná	1	2.6%
Umí čarovat	1	2.6%
Umí vyhrávat nad zlem	1	2.6%
Viděla jsem nový film a zaujmulo mě to	1	2.6%
Všechny moje oblíbené postavy jsou zábavné, celý film/seriál mají nějak oživovat a myslím že to se mi na nich líbí nejvíc. Navíc jsem si ke všem postavám vytvořila určité pouto během sledování	1	2.6%

filmu (v případě Shadow and Bone i při čtení knihy)		
Mr. Bean je srandovní, film Sám doma je můj neoblíbenější vánoční film a líbí se mi jak na ty zloděje dělal různé pasti a atd. A Harryho Pottera mám strašně ráda.	1	2.6%

Table 2A.5 Důvody výběru - odpovědi

Otázka číslo 6: Zhodnoť svoji oblíbenou postavu

	1	**2**	**3**
Moje oblíbená postava musí být silná	16	15	8
Musí mít nadpřirozené schopnosti (př. umět létat, čarovat,..)	11	7	21
Musí se mi líbít jak vypadá	12	14	13
Hezky mluví	18	13	8
Vyhrává nad zlem	23	4	12
Je chytrá	23	7	9

Table 2A.6 Hodnocení postavy - odpovědi

Otázka číslo 7: Nejoblíbenější mužská postava z filmu?

	Responzí	**Podíl**
Harry Potter	5	12.9%
Iron Man	2	5.1%
Spiderman	2	5.1%
Peter Parker - Spiderman	2	5.1%
Spiderman – Tom Holland	1	2.6%
Will Newman – Five feet apart	1	2.6%
Mužská postava je ta, o které jsem mluvila v předešlých otázkách	1	2.6%
Mr.Bean, Harry Potter, Kevin McCallister	1	2.6%
Joker, Spiderman	1	2.6%
Jesper Fahey z Shadow & Bone, James z The End of the F***ing World jsou snad jediné mužské postavy, co mě teď napadají	1	2.6%

James Bond	1	2.6%
Ironman 1,2,3- Tony Stark, Spiderman Homecoming, Far from home, No way home – Peter Parker	1	2.6%
Amazing spider man Andrew Garfield	1	2.6%
Černý kocour	1	2.6%
Blesk Mcqueen	1	2.6%
Batman, Robin	1	2.6%
Batman	1	2.6%
Aquaman	1	2.6%
Anděl	1	2.6%
Dominic Toretto a Brian Oˇconer	1	2.6%
Nevím	1	2.6%
Ne	1	2.6%
Percy Jackson	1	2.6%
Vojta- Ženy v běhu	1	2.6%
Vinetou Old Shatterhand	1	2.6%
Ty co jsem napsala předtím	1	2.6%
Timothéé Chalamet – Duna	1	2.6%
Tatínek, Život je život	1	2.6%
Stiffler Steve – American Pie	1	2.6%
Stánek s polibky - Noah	1	2.6%
Pán prstenů - Sam	1	2.6%
After - Hardin	1	2.6%
Shrek	1	2.6%

Table 2A.7 Mužská postava - odpovědi

Otázka číslo 8: Nejoblíbenější ženská filmová postava

	Responzí	**Podíl**
Hermiona	2	5.1%
Nevím	2	5.1%
Ženy v běhu – Zlata Adamovská	1	2.6%
Katniss Everdeen – Hunger games	1	2.6%
Hermiona Granger – Harry Potter	4	10.4%
Hazel Grace – Hvězdy nám nepřály	1	2.6%
Hana – Šťastný Nový rok	1	2.6%
Aladin – Jasmína	1	2.6%
Fiona ze Shreka	1	2.6%

Psí poslání 2 – hlavní postava(Cj)	1	2.6%
Černá vdova	1	2.6%
Catwoman	1	2.6%
Captaion Marvel – End Game	1	2.6%
Black Widow – Nataša Romanovová	1	2.6%
Black Widow – Natasha Rimanoff, Wandavision – Wanda Maximoff	1	2.6%
Fiona	1	2.6%
Kouzelná beruška	1	2.6%
Kiara	1	2.6%
Maddy, Rue – Euphoria	1	2.6%
Tygřice	1	2.6%
The Bride Kill Bill	1	2.6%
Starwars – Leia	1	2.6%
Scarlet Johansson – Black Widow	1	2.6%
Pýcha a předsudek - Elizabeth	1	2.6%
Vivian Wardová – Pretty woman	1	2.6%
Letty Ortiz a Mia Toretto	1	2.6%
Nemám žádnou	1	2.6%
Ne	1	2.6%
Mrs. Smith – Mr. And Mrs. Smith	1	2.6%
Max Mayfield – Stranger Things	1	2.6%
Marcela – Ženy v běhu	1	2.6%
Machři 2 – Penny	1	2.6%
Neityri - Avatar	1	2.6%
After - Tessa	1	2.6%

Table 2A.8 Ženská postava - odpovědi

Otázka číslo 9: Viděl/a jsi film od Marvelu?

	Responzí	**Podíl**
Ano	30	76.9%
Ne	9	23.1%

Table 2A.9 Marvel - odpovědi

Otázka číslo 10: Z nabízených hrdinů vyber toho, kterého máš nejraději, pokud je neznáš, nemusíš odpovídat.

	Responzí	Podíl
Spiderman	21	61.8%
Iron man	11	32.4%
Thor	8	23.5%
Black Panther	5	14.7%
Black Widow	4	11.8%
Thanos	3	8.8%
Kapitán Amerika	3	8.8%
Loki	2	5.9%
Nebula	1	2.9%
Gamora	1	2.9%
Hulk	1	2.9%
Jiné	3	8.8%

Table 2A.10 Marvel hrdinové - odpovědi

Appendix 2B Tables of all answers (in English)

Question number 1: Gender

	Replies	Share
Girl	27	69.2%
Boy	12	30.8%

Table 2B.1. Gender – answers

Question number 2: I go to:

	Replies	Share
9th grade	15	38.5%
8th grade	11	28.2%
7th grade	6	15.4%
6th grade	7	17.9%

Table 2B.2. Class - answers

Question number 3: Genre of my favourite films

	Replies	Share
Action	19	48.7%
Comedy	15	38.5%
Romance	10	25.6%
Animation	9	23.1%
Fairy Tale	8	20.5%
Comics	2	5.1%
Other	5	12.8%

Table 2B.3. Genres - answers

Question number 4: Favourite character(s)?

	Replies	Share
Harry Potter	2	5.1%
Všechno nebo nic - Linda	1	2.6%

Kouzelná Beruška a Černý Kocour – Beruška	1	2.6%
Kevin McCallister, Harry Potter, Mr.Bean, Hermiona	1	2.6%
Joker, Batman, Spiderman	1	2.6%
James Bond	1	2.6%
Iron man, Tony stark	1	2.6%
Harry Potter and the Goblet of Fire – Cedric Diggory	1	2.6%
Film: The Tomorrow war, the main character(can't remember his name)	1	2.6%
Kung- fu panda - Tygriss	1	2.6%
Endgame – Thanos	1	2.6%
Doctor Strange	1	2.6%
Dobbie from Harryho Pottera	1	2.6%
Bobík ze Čtyřlístku, Čtyřlístek ve službách krále	1	2.6%
American Pie Steve Stiffler	1	2.6%
Amazing Spiderman – Andrew Garfield	1	2.6%
Aladin	1	2.6%
Dominic Toretto a Letty	1	2.6%
After – Hardin Scott	1	2.6%
Máchal	1	2.6%
Marley a já - Marley	1	2.6%
Into the beat– Katya	1	2.6%
Spiderman – Peter Parker, Back Widow – Natasha Romanoff,Ironman – Tony Stark, Andavision – Wanda Maximoff	1	2.6%
Spiderman	4	10.4%
Slender Man, Batman	1	2.6%
Shrek	1	2.6%
Margaret Thatcher	1	2.6%
Fast and Furious Toreto	1	2.6%
Princezna a půl království – Honza (fairy tale)	1	2.6%
Pirates of the Caribbean – Jack Sparrow, After - Hardin	1	2.6%
The Lord of the Rings,Sam	1	2.6%
Rebelka, Rebelka	1	2.6%

Max Mayfield - Stranger Things, Ginny Weasley - Harry Potter (although I like the book Ginny better), Nina Zenik - Shadow & Bone, Jesper Fahey — Shadow & Bone, Anne Shirley-Cuthbert - Anne with an E	1	2.6%
I do not know	1	2.6%

Table 2B.4 Character - answers

Question number 5: If you want, I would be happy if you write why you like your favourite character?

	Replies	**Share**
No answers	8	20.5%
That he is so fearless and terribly calf-like sometimes reminds me of me :Dd	1	2.6%
It is fine.	1	2.6%
He is really good and he can drive fast from cars	1	2.6%
He is courageous and tries to help people	1	2.6%
He is brave, kind, real, funny	1	2.6%
He is cute	1	2.6%
He is a brave and loyal friend	1	2.6%
It is a dog, I love dogs and when he dies I love him	1	2.6%
They are my heroes and I want to be like them	1	2.6%
They are extraordinary thieves who are not evil, but they are good and do not want to hurt anyone	1	2.6%
Those who have seen know, those who do not know are out. He has great lines	1	2.6%
Because of her character	1	2.6%
I like her because I like that the character has both positive and negative sides to her personality (like in real life). I like the way the character thinks and acts.	1	2.6%

I like her because she saves people every day	1	2.6%
I like a fight, and James Bond fights a lot.	1	2.6%
Doctor Strange has a great personality. Although he sometimes acts egotistically and thinks mainly of his own good, he could sacrifice himself. He has got the perfect lines..	1	2.6%
He had a glove, a big sword, it's purple	1	2.6%
nope	1	2.6%
She stood up for what she loved because she can love someone very much and try to be a better person	1	2.6%
He is doing great! He has style.	1	2.6%
Great actress	1	2.6%
Sympathetic and I identify with his character	1	2.6%
Sympathetic, nice and good boy	1	2.6%
Tigress seems pretty brave to me	1	2.6%
He can do magic	1	2.6%
He knows how to win against evil	1	2.6%
I saw the new movie and I was intrigued	1	2.6%
All my favorite characters are fun, they are supposed to bring the whole movie/series to life somehow and I think that is what I like most about them. Plus, I have formed some sort of bond with all the characters while watching the movie (and in the case of Shadow and Bone, while reading the book)	1	2.6%
Mr. Bean is funny, the movie Home Alone is my most favorite Christmas movie, and I like how he did all kinds of traps and	1	2.6%

such for the thieves. And I love Harry Potter.		

Table 2B.5 Reasons for selection - answers

Question number 6: Rate your favourite character

	1	**2**	**3**
My favorite character must be strong	16	15	8
Must have superpowers(can fly,..)	11	7	21
Must be good-looking	12	14	13
Nicely talk	18	13	8
Win against evil	23	4	12
Be smart	23	7	9

Table 2B.6 Character evaluation - answers

Question number 7: Favorite male character from the film?

	Replies	**Share**
Harry Potter	5	12.9%
Iron Man	2	5.1%
Spiderman	2	5.1%
Peter Parker - Spiderman	2	5.1%
Spiderman – Tom Holland	1	2.6%
Will Newman – Five feet apart	1	2.6%
The male character is the one I was talking about in the previous questions.	1	2.6%
Mr.Bean, Harry Potter, Kevin McCallister	1	2.6%
Joker, Spiderman	1	2.6%
Jesper Fahey z Shadow & Bone, James z The End of the F***ing World jsou snad jediné mužské postavy, co mě teď napadají	1	2.6%
James Bond	1	2.6%
Ironman 1,2,3- Tony Stark, Spiderman Homecoming, Far from home, No way home – Peter Parker	1	2.6%
Amazing spider man Andrew Garfield	1	2.6%
Černý kocour	1	2.6%

	Replies	Share
Blesk Mcqueen	1	2.6%
Batman, Robin	1	2.6%
Batman	1	2.6%
Aquaman	1	2.6%
Anděl	1	2.6%
Dominic Toretto a Brian Oˇconer	1	2.6%
I do not knoe	1	2.6%
No	1	2.6%
Percy Jackson	1	2.6%
Vojta- Ženy v běhu	1	2.6%
Vinetou Old Shatterhand	1	2.6%
The ones I wrote before	1	2.6%
Timothéé Chalamet – Duna	1	2.6%
Father, Život je život	1	2.6%
Stiffler Steve – American Pie	1	2.6%
Kissing Both - Noah	1	2.6%
The Lord of the rings - Sam	1	2.6%
After - Hardin	1	2.6%
Shrek	1	2.6%

Table 2B.7 Male character - answers

Question number 8: Favourite female movie character

	Replies	Share
Hermiona	2	5.1%
I do not know	2	5.1%
Ženy v běhu – Zlata Adamovská	1	2.6%
Katniss Everdeen – Hunger games	1	2.6%
Hermiona Granger – Harry Potter	4	10.4%
Hazel Grace – The Fault in our stars	1	2.6%
Hana – Šťastný Nový rok	1	2.6%
Aladin – Jasmine	1	2.6%
Fiona from Shrek	1	2.6%
A dog´s purpose 2 – main character(Cj)	1	2.6%
Black Widow	1	2.6%
Catwoman	1	2.6%
Captain Marvel – End Game	1	2.6%
Black Widow – Nataša Romanov	1	2.6%

Black Widow – Natasha Rimanoff, Wandavision – Wanda Maximoff	1	2.6%
Fiona	1	2.6%
Kouzelná beruška	1	2.6%
Kiara	1	2.6%
Maddy, Rue – Euphoria	1	2.6%
Tygriss	1	2.6%
The Bride Kill Bill	1	2.6%
Starwars – Leia	1	2.6%
Scarlet Johansson – Black Widow	1	2.6%
Pride and Prejudice - Elizabeth	1	2.6%
Vivian Ward – Pretty woman	1	2.6%
Letty Ortiz a Mia Toretto	1	2.6%
I do not have any	1	2.6%
No	1	2.6%
Mrs. Smith – Mr. And Mrs. Smith	1	2.6%
Max Mayfield – Stranger Things	1	2.6%
Marcela – Ženy v běhu	1	2.6%
Grown ups 2 – Penny	1	2.6%
Neityri - Avatar	1	2.6%
After - Tessa	1	2.6%

Table 2B.8Female character - answers

Question number 9: Have you seen a Marvel movie?

	Replies	**Share**
Yes	30	76.9%
No	9	23.1%

Table 2B.9 Marvel - answers

Question number 10: From the heroes offered, choose the one you like best, if you do not know them, you do not have to answer.

	Replies	Share
Spiderman	21	61.8%
Iron man	11	32.4%
Thor	8	23.5%
Black Panther	5	14.7%
Black Widow	4	11.8%
Thanos	3	8.8%
Captain Amerika	3	8.8%
Loki	2	5.9%
Nebula	1	2.9%
Gamora	1	2.9%
Hulk	1	2.9%
Other	3	8.8%

Table 2B.10 Marvel characters – answers

Appendix 3 Additions to movies

The Lumiere brothers – first film (1895) on Youtube

https://www.youtube.com/watch?v=4nj0vEO4Q6s&ab_channel=Siyanure

Spiderman

 Most known actors, which played Spiderman:

Tom Holland

Picture 1 Tom Holland from Magazine People, picture on https://people.com/movies/tom-holland-reveals-spider-man-3-first-photos

He plays the character Spiderman in movies: Captain Amarica: Civil War (2016, Spider –

Man: Homecoming – sequels Far From Home (2019) and No Way Home (2021). (imbd.com,

Tom Holland, information from

https://www.imdb.com/name/nm4043618/bio?ref_=nm_ov_bio_sm)

Andrew Garfield

He plays the character Spiderman in movies: The Amazing Spiderman series (2012) and the sequel The Amazing Spider man 2 (2014). He also played a supportive character in the newest Spiderman: No Way Home (2021). (Amazing Spiderman, from imbd.com, retrieved from: https://www.imdb.com/title/tt0948470/)

Tobey Maguire

Picture 3 Tobey Maguire from website https://insidethemagic.net/2021/11/tobey-maguire-in-spider-man-poster-al1/

He plays the character Spiderman in movies: Spiderman trilogy (2002 – 2007). He also played a supportive character in the Spiderman: No Way Home (2021). (MATADEEN, Renaldo. 'Spider-Man: Into the Spider-Verse' almost featured Tobey Maguire. Insider [online]. Dec. 16, 2018 [cit. 2022-04-20]. Retrieved from: https://www.businessinsider.com/tobey-maguire-was-almost-in-spider-man-into-the-spider-verse-2018-12)

Iron man

Actor: Robert Downey Jr.

Picture 4 Robert Downey Jr. from magazine The Indian Express, picture from https://indianexpress.com/article/entertainment/hollywood/marvel-refused-to-hire-robert-downer-jr-to-play-iron-man-said-we-will-not-cast-him-at-any-price-7296707/

He plays the role of Iron man in movies: Iron man 1, 2 and 3 (2008 – 2013). The character Iron man is also in movies: Avengers (2012), Captain America: Civil war (2017), Avengers: Infinity War (2017), Avengers: Endgame (2019) and others. (kinobox.cz, information from: https://www.kinobox.cz/osoba/964101-robert-downey-jr)

Harry Potter

Movie series in order:

Harry Potter and The Socrcerer´s Stone (2001)

Harry Potter and The Chamber of Secrets (2002)

Harry Potter and The Prisoner of Azkaban (2004)

Harry Potter and The Goblet of Fire (2005)

Harry Potter and The Order of The Phoenix (2007)

Harry Potter and The Half- Blood Prince (2009)

Harry Potter and the Deathly Hallows: Part 1 (2010)

Harry Potter and The Dathly Hallows: Part 2 (2011)

(information retrieved from: https://editorial.rottentomatoes.com/guide/harry-potter-movies-in-order/)

Résumé

Cílem bakalářské práce je zjistit jakým způsobem si děti na druhém stupni Základní školy vybírají své vzory. Zda si tyto životní vzory vybírají z nových filmů nebo jestli hledají ve starších filmech. Dalším zaměřením této práce je spojitost mezi výběrem hrdiny a pohlavím. Tato práce má za cíl potvrdit nebo vyvrátit otázku, jestli si dívky vybírají pouze ženské vzory a chlapci pouze mužské nebo naopak ,jestli tomto směru nehraje pohlaví žádnou roli. Zabývá se zároveň důležitostí reprezentace idolů skrze televizní obrazovky a plátna kin. Odpovědi jsou nalezeny v odborné literatuře a skrze dotazník. Výsledky práce nepotvrzují ani nevyvrací výběr vzoru v souvislosti s pohlavím. Zároveň hraje velkou roli zprostředkování filmů skrze televizní obrazovky. Přičemž děti u svých vzorů hledají kladné charakterové vlastnosti, činy, ale ani vzhled neupozadňují. Své vzory mají především z nejnovějších filmových nebo seriálových sérií.

Annotation

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Rok obhajoby:	2022

Název práce:	Mužské a ženské vzory z filmů
Název v angličtině:	Male and female role models from movies
Anotace práce:	Tato práce se zabývá mužskými a ženskými vzory z filmů pro děti na druhém stupni Základních škol. V první teoretické část rozebírá pojmy vzor a pohlaví. Soustředí se na jejich definic a chápání v dnešní společnosti. V druhé praktické části se zabývá dotazníkem a třemi nejvíce zmiňovanými filmy v něm.
Klíčová slova:	Vzor, pohlaví, film, dotazník, dítě, superhrdina
Anotace v angličtině:	This thesis examines male and female role models from films for primary school children. In the first theoretical part, it discusses the concepts of role model and gender. It focuses on their definitions and understanding in today's society. In the second practical part, it discusses the questionnaire and the three most mentioned films in it.
Klíčová slova v angličtině:	Role models, gender, movie, questionnaire, child, superhero
Přílohy vázané v práci:	CD
Rozsah práce:	64 s.
Jazyk práce:	AN