

ABSTRACT

The diploma thesis deals with the profile of fiction published in the magazine *Lada* on the turn of the nineteenth century into the twentieth. The chosen representative sample of six volumes stretching over the period of twenty years was thoroughly analyzed, focusing on the most important aspects of the individual prosaic contributions, which are the following: the theme, both the main and the supporting characters, the plots, the time and space dimension of the stories, the author's style, the tuning of proses and their belonging to different artistic movements. Another perspective of interest to this project is the author's background, its changes over time and its influence on the overall orientation and appearance of the magazine, with the overall characteristics of it also included. The deeper, intellectual background reflected in the individual proses is also discussed. Given the fact that the publishing timeline extends over two different historical epochs, this final thesis strives to find answers to the question of to which extent the author's thinking was influenced by the historically social context, i.e. to what degree the authors adopt the modern, progressive ideas of the newly shaping society of the twentieth century, and conversely, to what extent both their opinions and thinking are still influenced by the conservative morale and persisting prejudices and stereotypes of the nineteenth century. The last objective of this diploma thesis is to establish to which extent the individual proses are didactically motivated, specifically, what the intended educational impact on the readers was, the way the magazine probably pictured its ideal addressee and finally, how and using which means it tried to shape them to its liking.

KEYWORDS

female magazine, female authors, fiction, theme, characters, space-time, plots, style