

Abstrakt

The Bachelor's Diploma Thesis "*The Image of Women's Role in the West in Women's Magazines in Czechoslovakia in 1948-1989*" discusses the different development of women's social statuses in the Eastern and Western Blocs in the bipolar world of the second half of the 20th century. The main objective of the thesis is to determine how women's magazine *Vlasta* depicted social status of women living in the West during the Cold War, and how the depictions influenced the changes in international relations in the respective period.

The author has decided to implement the discursive analysis. Since it would be rather demanding to process all published issues of *Vlasta* in 1948-1989 due to the quantity, the writings for the analysis were those published around the International Women's Day. The author has decided to focus on this period because the International Women's Day was celebrated in both blocks, thus she assumes that space dedicated to women's social status in various countries is bigger in the time of the celebrations than in the rest of the year.

The analysis of the figures showed that *Vlasta* magazine accommodated the image of women in the West and their social status to the geopolitical development of the Cold War. Intensity of how *Vlasta* informed the readers about unequal rights and bad living conditions of women in the West was strongly associated with the international situation. However, the main feature of the image did not change – *Vlasta* depicted women in the West as victims of the capitalist system in the Cold War. They were not object to criticism, *Vlasta* expressed its support rather often, as it maintained the idea that women all around the world are the same, and only the conditions they live in differ.