

Abstract

In the 70-year history of the weekly magazine *Vlasta*, there were three main divisions that fundamentally influenced the personnel department, as well as the choice of topics. This diploma thesis is focused in the years 1988-1991. That is, before and after the Velvet Revolution. After 1989 there were changes in the editorial office, changes in the topics of articles (influenced by propaganda) and changes in advertising and graphic design. This thesis deals with these three lines. The main goal is to find out how the working environment in the weekly magazine *Vlasta* has changed during the years under review and how did the content changed. The first part deals with the functioning of the editorial office two years before the change of régime and the subsequent change in the magazine environment after 1989. The thesis is focused on the work of individual editors, but also on what topics they chose and why.