

Abstract

This Bachelor's work "Image of an inscribed reader of short essays from the "ONA Dnes" magazine (insertion of the "Mladá fronta Dnes" newspaper), characterization of her family and close environment" deals with the subject matter of the inscribed reader. It compares theoretical knowledge with real manifestation of constructing future readers of magazines and describes how the reality, following on from the knowledge ascertained, differs from the target group and the general philosophy of the magazine, as indicated by the authors. It describes the basic characteristics of an inscribed reader of short stories from the ONA Dnes magazine, whereas it attends not only to general traits as for example age, educational attainment, social position or belonging to a particular salary group, but also to mental traits, as for example aims in life, hobbies, everyday problems, wishes and longings.

The Bachelors work furthermore describes the manifestation of moderate or radical feministic theories in the short stories and investigates, to what degree these theories and views of the world are intruded upon expected readers.

The main method, used upon research of the chosen material, is linguistic structural analysis, disclosing ways, by which the inscribed reader is constructed in text.