

The subject of the dissertation is the content analysis of the magazine „Ona Dnes“ from the gender perspective. The main intention will be to analyze the image of women in this magazine in the context of their actual position in the Czech society and underlying medial theories. The image of women how it is presented in media are i.a. the resources of the normative information about what the „right woman“ should look like, what desires and ambitions she has to share. That is why the information that media produce is a sort of testimony about the status of women in society – namely from two perspectives. They are prompting the way how women understand themselves and also how they are taken by their surroundings. „Ona Dnes“ presents itself as a periodical intended for the modern woman. That is why it is interesting to investigate if the presented constructions of the femininity really show any new aspects or if it is only the old content „dressed in the new coat“. At the same time I try to confront my findings with the conclusions of the similar foreign studies. Very interesting theoretical question also is to what extent is the Czech medial production specific (from the genre perspective). Especially if we talk about the magazine, that is not only some clone of the foreign periodical.