

Abstract

The presented work deals with the status of women in normalization-era Czechoslovakia. The first, theoretical part is based on sources from scholarly books and articles by contemporary Czech authors. The second part examines the TV series "Žena za pultem" and "My všichni školou povinní." The work reconstructs the fundamental attributes of the image of women under socialism using key texts by authors Lišková, Wagnerová, and Nečasová, who approach the topic from different perspectives. It employs the concept of the so-called "new man," which served various times and regimes, and in this case, adopts the socialist epithet. One of the goals will also be to interpret the authors' contradictions. The resulting historical conceptualization serves as a basis for the analysis in the fourth chapter. The work utilizes semantic and narrative analysis.

Key Words: the women's question, gender, normalization, socialism, ideology