

The bachelor's thesis deals with language features of girls' magazines, published in the period from May to December 2008. These magazines create a journalistic unit, which is closely defined in the terms of age and gender. The aim of this thesis is to analyze the influence of these factors on the concrete use of language. In the individual chapters is covered the analyses of language typical for the front page and six other most prototypical genres: language of agony aunt, photo-comix, male language in girls' magazines, advertising language, language of fashion pages and language of "gossip" pages. The final chapter presents language features common to all listed. This is a comprehensive analysis of language with emphasis on the lexical and stylistic aspect.