

The diploma thesis describes the way of life in postwar Czechoslovakia on the grounds of analysis of newspaper articles in the journal of Čs. strana lidová (political party). It concentrates on eight areas - women and politics, women and work, nutrition, fashion, household, family, children and education. It creates a detailed view on living conditions and the most burning issues to common people. Society on the whole went through a sea change. After the second world war there were more women than men. Political parties fought for their votes. There was a huge lack of labour force. It was necessary to make women work not just at home. The aim of the Communist Party was to involve all women in labour. The republic struggles with a crucial absence of food and textiles. In spite of that, Lidová demokracie offered articles about latest fashion trends. The high number of infant mortality was alarming. 1945 saw the failure of many marriages. The author sets her analysis into the context of political and economic events of the period 1945-1948, she describes changes in the media control system as well as the press of Čs. strana lidová. This diploma thesis also details the conditions of women's journalism, what subject matter was highlighted, and what space it was allowed to develop.