

Abstract

The graduation thesis *Magazines for women today: a shop-window of consumerism?* focuses on analysis of editorials in periodicals *Blesk pro ženy* and *ELLE*. I analyzed the year 2009 by using qualitative content analysis.

In this thesis I am trying to find out how much these editorials are engaged in consumerism and how much they are appealing to the consumer life style. I was also interested in values connected with consumerism and in the ways the consumer life style is being tied in the editorials. By using semiotic theories, sociology and critical media studies literature I am decoding that the pleasurable images and editorials are primarily rooted in the economic system of consumer goods distribution.

This thesis is devoted to anyone who is interested in women's magazines and their economic background.