

This bachelor thesis deals with the analysis of the overall number of six selected magazines from the linguistic point of view, from which three magazines are for girls (except for the magazine Bravo whose target group includes also boys) and three for women. First, each title is introduced – the introduction covers such information as periodicity, target group, circulation and also thematic orientation of corresponding magazines. After the introduction come individual analyses of the magazines. At the end of the thesis the author pays attention to phenomena which are typical for magazines of that kind or which appear throughout all selected magazines. The author applied an interdisciplinary point of view because it is not possible to abstract away from philosophical and psychological linguistic disciplines (semantics, psycholinguistics, and pragmatics). The work puts special emphasis on the lexical level but it does not avoid morphological and stylistic phenomena. The syntactic level is dealt with representatively in one girl's and one women's magazine because the syntactic level of other magazines does not differ much from what has been written within the chosen titles. Except for the linguistic levels, the verbal and non-verbal communication on title pages have also been taken into consideration. In the analysis of the individual magazines, there have been applied the same criteria with an exception of the magazine Bravo. The reasons for that are mainly different thematic orientation of this magazine and the representation and frequency of some observed phenomena or tendencies. The main aim of this thesis is to discover basic linguistic principles on which girl's and women's magazines are based and suggest possible psychological impacts on the reader through the language used in these magazines.