

Abstract

Main theme of the diploma thesis is the children's magazine Junák, which is especially intended for members of the Czech Scout organization Junák. The thesis deals with the main ideas of the Scout Movement and its significance for the society. Further, it describes the history of Czech scouting from the beginning up to now. Subsequent part pays attention to the magazine Junák, its history and importance for the members to the Czech Scout organization. The second practical part is devoted to the research of the changes in a presentation of an ideal scout member in a various time periods based on articles published in the magazine Junák. As a method the quantitative content analysis is used. The survey explores how the characteristics, abilities, values and activities of the "good" scout have changed since the beginning of the 20th century. In addition it tries to find out if the scout was influenced by the contemporary political and social circumstances. The research part consists of eight particular presentations created by eight representative volumes of the magazine Junák. Conclusion is comprised of the summarizing overview based on the previous presentations. It stresses the changes and differences of the attributes of the scouts over almost one hundred years.