

The thesis "Entry „Fashion“ in Czech Encyclopedias“ analyses an evolution of aesthetic viewpoint of the entry "fashion" since its first appearance (the first Encyclopedia in Czech language from 1866) until recently (the Entry Fashion in 2001). The thesis research method is based on Jan Mukařovský's theory of function, value and norm of the aesthetics and his commentaries on fashion, which I made a subset to my own term aesthetic viewpoint. For better orientation I first decided to summarize particular analyses of each entry into a spreadsheet which makes development, way of characterisation and terminological variability of aesthetic viewpoint apparent in a more complete way. The main goal is to answer the following reasearch questions: 1. Do authors distinguish between fashion as a norm and fashion as a form of clothing? 2. Which terms are being used to thematize the aesthetic viewpoint? 3. What is the context of the aesthetic viewpoint of fashion?