

Abstract

This thesis deals with the construction of ideal female reader inscribed on the Czech edition of the magazine Harper's Bazaar. The theoretical part handles the important findings in the field of semiotics. The semiotic analysis itself is the crucial part of my work. Within the wide angle of field of semiotic processes character and its function, mentions the various concepts and theories that are linked to this issue. Chapter which binds to the functioning of the secondary semiotic system, in other words, the myth is based on the work Mythologies by Roland Barthes. Mythological analysis is crucial for the practical part.

The theoretical framework also deals with studies on "inscribed" readers from Colin Sparks and Michelle Campbell that was one of the main motivations for creating this text. It analyzes important aspects of the theory of coding and decoding Stuart Hall. Last but not least, refers to the sociology of knowledge through the work of Social Construction of Reality from a pair of authors Peter L. Berger and Thomas Luckmann.

Practical part includes mythological analysis of the individual sections in selected publications between years 2002 and 2014. Also it doesn't focus only on the text itself, but also on the selected accompanying visuals. It deals with the Czech myths and legends. It also includes a brief insight into the history of the magazine in the world and in the Czech Republic. Final argument are based and clarified on interviews with longtime editor in chief of Harper's Bazaar Barbara Nesvadbová and advertising specialist from division of luxury magazines in Burda Praha Andrea Nassir.