

Abstract

Bachelor thesis "On the parodique intention of the magazine "Příšerný večerník" 1929-1931" maps history of popular press in our countries between wars and its development in our countries and other countries where it started to spread – England, France, Germany and USA. Thesis mostly discusses parody of popular press by „Příšerný večerník“, that mimicked popular press, which was issued by Jiří Stříbrný and his concern Tempo. Thesis deals with terms like parody, satire and caricature in Příšerný večerník, which was weekly periodical being printed in Public press room A. Němec. Objective of this thesis is to analyze articles of Příšerný večerník, that handled personality of Jiří Stříbrný and his press concern, then, results of this analysis will be used to determine social construction of reality, meaning social construction of Jiří Stříbrný's personality.