

Abstract

This Thesis deals with the style and language of magazines for preschool children.

The first part of the Thesis focuses on the theoretical knowledge of the psychological development of the child, ontogenetic speech development, development of reading skills, journalistic style, with a focus on young reader and Framework curricula for preschool education.

The second part of the Thesis is a detailed analysis of magazines *Sluníčko* and *Méd'a Pusík*, which uses the knowledge presented in the theoretical part. Emphasis is placed on verbal content and page analysis of the marginally affects formal website.

The last part of the Thesis is a survey conducted among parents of preschool children.

The aim of the Thesis is to assess whether and how these magazines adapt to readers of magazines age and whether its style meets the requirements of the Framework curricula for preschool education.

Key words

preschool children, magazines, language, style