

Abstract

This bachelor's thesis deals with the genre of fairy tale in Czech children's magazines (namely *Mateřídouška*, *Ohníček* and *Sluníčko*) in the years between 1948 and 1989. The primary focus is on original Czech fairy tales in prose, while translated fairy tales, those written by the readers, excerpts from book publications, illustrated and rhymed fairy tales, and lastly, written fairy tales with enclosed puppets for children to craft are marginally commented on at the end of the paper. In the genre analysis, the thesis touches upon the types of narrator and upon the reader as created by the story itself or as addressed by the narrator, it also lists different types of reception, and comments on a potential categorization of characters. Afterwards, the thesis pays attention to a number of features taken over from traditional fairy tales. At the end, the focus is on how the opportunities provided by the medium of magazine are used, that is, serialized fairy tales, different stories about specific characters recurring in several issues in a row, and also the incorporation and influence of some features of the contemporary context.