

## **ABSTRACT**

This diploma thesis deals with the penetration of discourse of Communist power into the society through content of (women's) magazine *Žena a móda* within 50s and 60s. The aim of this thesis is to point out that the elements of communist ideology appeared also in media such as fashion magazine. First chapters of this thesis deal with socialism and its ideological propaganda and represent the importance of ideological symbols, propaganda and manipulation through the media. In connection with this the thesis represents also the political-economic situation in the textile and clothing industry and also uses the facts about the media control by the communist regime. On this basis the thesis presents an analysis of 240 issues of the *Žena a móda* magazine and focuses on selected ideological symbols such as socialist fashion, working clothes, relationship between the East and the West, ideological leaders and personalities, the Soviet Union as ideal, conceptualization of the “Great History” and the image of socialistic woman. The method of discourse analysis thus allowed to introduce the symbols in different historical and social contexts and also to point to their changes in time, specifically in the context of comparing their likeness in the 50s and 60s of 20th century. The content of *Žena a móda* magazine significantly subject to the communist ideology, the official propaganda of the regime spread through this magazine and the magazine also contained significant ideological symbols and elements.

## **KEY WORDS**

Discourse, critical discourse analysis, ideology, ideological symbols, ideological elements, socialism, communism, media, print media, woman, work, fashion