

## **Abstract**

The thesis "The image of a woman in the press at interwar Czechoslovakia" deals with the visual presentation of a woman who was an integral part of the First Republic press. The thesis attempts to provide an analysis of selected periodicals (magazines especially for women) in terms of the depiction of women. The thesis surveys the changes in society and lifestyle in this epoch of our history which complements the cultural-historical background of the time and familiarity with contemporary press. The thesis focuses primarily on issues of women's emancipation, which were at that time very current and projected also into all areas of the art. Emancipation influenced significantly the whole Czech artistic creation. We can find some evidence especially in the press, which also mediated the reflection of period. The thesis focuses only on the most important press at these times with regard to its scope. *Eva revue* was especially important for emancipatory efforts and is compared here with men's magazine *Gentleman* and avant-garde magazine *ReD*. The main part of the thesis focuses on the actual image of women, generally and in specific cases. The thesis deals with the image of a woman in selected sections of the interwar women's magazines – fashion, sport and motoring. The thesis compares some newspapers among them and points out the author of several photographs or illustrations. The thesis also includes an analysis of contemporary advertising and the characteristics of the types of imaging of women.

## **Keywords**

imaging of woman, press, Czechoslovakia 1918–1938, emancipation, *Eva revue*, *Salon*, *Ženský svět*, avant-garde, advertising, fashion, sport, motoring