

Abstract

The diploma thesis Pragmatization of a global magazine: glocalization and local globalisation (case study of Czech and French versions of *Elle*) is focused on the manifestation of the French and Czech culture in Europe and worldwide. Its objective is to analyze cultural signs that are introduced into these cultures via the global lifestyle magazine *Elle*. The theoretical part includes definitions of the term culture in its anthropological meaning and its relation to the natural languages. The French and Czech culture are described afterwards on the basis of their history, religion, language and cultural symbols. Then the role of globalization in the modern society and its influence on culture and media are explained. Also the profile of the samples, i.e. the French and Czech versions of the magazine *Elle*, is given, as well as the characterization of the research methods chosen for this study. The practical part is concerned with the particularities of both versions and it compares, by means of semiotic and discourse analysis, their contents, topics, advertisements, the choice of celebrities, and their target audience. The results of the hypotheses are interpreted using the terms glocalization and local globalization, within which mutual influence of global and national cultures are described. The impact of the French and Czech versions of the magazine *Elle* on their national cultures and target groups is evaluated in the conclusion.