

This thesis deals with persuasion and its means in the field of contemporary journalistic texts – women's magazines. By employing the approaches of critical analysis of discourse, it analyses selected verbal means, used for persuasive writing. Women's magazine „Žena a život“ volumes 2010/13 are used as a case study example. The first theoretical part of this thesis deals with persuasion in terms of psychological communication of sociological and media studies. An analysis follows of women's magazines market in the Czech Republic and the specifics of women's and lifestyle magazines. In the practical part, by using 48 different samples of „žena a život“ magazines editorials, women's magazines language is analysed. The thesis focuses on selected verbal means of persuasion and it analyses their usage and function in the text. Simultaneously the thesis focuses on editorials in term of thematic contents and examines how women's world is constructed and presented by the medium of editorials.