

Abstract

The present thesis deals with the media image of women's everyday life in the socialist era. It focuses on the period of time between 1970 and 1975, i.e. on the so called early normalization. The aim of the study is to find out in what way the everyday life of the given period is interpreted by the magazine *Vlasta*. The main value of the analysis is that it reveals the idealistic presentation of the socialist women's way of life, and their common problems and worries.

The analysis of the articles we perform is focused on family and home care, child upbringing both at home and in institutions, man's role in the family, physical and mental health, cosmetics, fashion, etc., i.e. all the aspects belonging to and forming everyday life.

Through these topics, which are popular among women, the magazine discreetly created the ideal of the socialist woman. In the messages concerned with everyday life it was passing on the values, stereotypes and even ideological principles of the socialist society of that time. The main aim of the analysis is to create a complex picture of this everyday practice in *Vlasta* magazine.

Key words

Everyday life, woman, socialisms, normalization, *Vlasta* magazine, family care, home care, child care