Abstract

The thesis deals with the analysis of two years, namely 1991 and 2010, of the magazine *Vlasta* made with the gender optics. The aim is to compare thematic structure of the magazine in 1991 and 2010 from gender perspective and identify the central issues which are presented to women. The study is divided into three main sections: theoretical, methodological and analytical. The theoretical part describes the current scientific discourse, including terminological definition of basic concepts. The methodology part describes the research methods used and the analytical section presents the research outputs obtained through open and axial coding, which were used in analysis of the media content. Significant editorial issues, which are associated women in a magazine *Vlasta* with, have been identified and described.