

Abstract

The diploma thesis Comparison of methods of gender socialization in the Sluníčko magazine in 1977 and 2012, focuses on the topic of gender in printed magazine for the youngest children. Specifically, it examines and compares the methods for portraying female and male characters in the text and illustrations in the Sluníčko magazine in 1977 and 2012. It analyzes the ways gender is viewed and considers its impact on gender socialization of children. The research consists of a quantitative part, which aims to evaluate the frequency of the representation and of qualitative part, which aims at content analysis and interpretation of the meanings hidden in the text and illustrations. For the analysing texts and illustrations were selected of two areas, family relationships in the private sector and relationships at work in the public sphere. At the theoretical level were used sociology, psychology, feminist theory and gender studies theories. The way-out of this research is the assumption that aesthetic and educational ambitions of Sluníčko magazine combined with aging readership of this magazine is a important element of gender socialization of children and, therefore, the aim is to find out whether the gender socialization is implemented in a gender-sensitive way.