

The master thesis deals with the development and display of advertisement for medicine and health-related products and services in Czech women's magazines. We compare here two periods – The First Czechoslovak Republic and present. It focuses primarily on these following questions: Does the display of health-related products have changed? Do we still advertise products of the similar character? Has the ideal of health changed and things which were believed healthy in the past, are not considered healthy anymore? Is the difference related to historical events or rather related to the current state of society and its preferences? The main titles for analysis were *Eva*: A journal of modern women from the 1930s, which was published by Melantrich and current lifestyle magazine *Elle*, which is published by Hubert Burda Media. The theoretical part summarizes current basic knowledge about press, advertising, healthcare. In the practical part are more closely introduced the research methods – content and image analysis and also the process of analysis and the comparison by itself. An integral part of the thesis is the attached advertisements, on which the analysis was based, and which serve for better illustration of the above-mentioned phenomena.