

This study deals with language and ideology in girls' magazines BravoGIRL!, COSMOgirl!, Dívka (Girl) and Top dívky (Top Girls). It describes the position of these three monthlies and one semi-monthly on the Czech media market and then it focuses at the content and specific genres of these magazines (namely, photostories). The linguistic analysis of the used language and style follows; the expressivity and emotionality of the so called genderlect and especially of the girls' speech (and a speech meant for girls) and the tendencies towards enriching the lexicon of these magazines with anglicisms, neologisms, occasionalisms and slang are exemplified. It is also explained why intertextuality becomes so rare in the texts. In addition, I offer results of a questionnaire (50 enquirees), which uses both qualitative and quantitative (evaluated by the SPSS software) methods. It reveals how much the girls, potential informants of the media messages, perceive the language of those magazines which is made to be and pretends to be their own sociolect. The ability to understand the text is questioned here, and so are the acceptance of profane language and so-called smileys, interest in topics offered and subjective evaluating of the girls' magazines with both rejecting and supporting the reasons for reading them. The last part of this study is the analysis of ideology and argumentation in these magazines - the adoration of consumerism, hedonism, capitalism and antifeminist tendencies. This analysis is done mostly on the sample of editorials of Top dívka and COSMOgirl! At the end we realize that girls' magazines' function is rather to entertain, bring the readers together and strengthen the social bounds in the dispersed public, then to inform. They are replenishing the ritual model of communication and support the escapism more than anything else. The thesis includes following attachments: the questionnaire (I), the complete results gathered for the quantitative