

This bachelor thesis deals with the linguistic and stylistic analysis of x texts of one of the internet magazines for women. Theoretical part of the thesis presents characteristic features of the journalistic style, formation and development of the internet and the shift of the traditional printed journalism into the online form. There are presented the women's topics and their position in the world of media. The practical part includes the analysis of language and style of one internet magazine for women. The texts are analyzed from several language levels, from morphology, syntax and lexicology . Certain attention is focused on the graphic form of this magazine and on the author's communication with the reader. All knowledge of the analysis is evidenced by numerous examples.