

Abstract:

This diploma thesis deals with women's magazines in the era of the First Republic and examines how these magazines have seen their readers. The theoretical part brings information about the context of the birth of the Czechoslovak Republic, the economic and social situation and the position of women in the society of Czechoslovakia. It also focuses on the structure of the press and specific periodicals that were published during the First Republic. It also deals with the political and independent press, women's magazines and the status of female journalists. Practical part of the thesis brings quantitative research. In this part, there are summarized research questions, methodology, research samples and the results of the quantitative content analysis. It includes, in particular, a description of the contents of magazines and the occurrence of female themes in individual selected papers, which were intended for bourgeois, workers and religious women living in the countryside.