

Abstract

The master thesis *The media construction of femininity according to women's lifestyle magazines in years 2006 and 2016* is concerned with values, that women's lifestyle magazines present to women. These values concern with topics such relationships, sexuality, face, health and success in career. The thesis will examine, in which roles women appear in these magazines. The aim of the thesis is to present a picture of an ideal woman, as the women's lifestyle magazines construct it.

The theoretical part is divided into five chapters. The first chapter is focused on historical development of magazine publishing in Czech Republic since 1989. The second chapter describes development of trends in the media content in the last decade. The third part deals with the media and lifestyle magazines ownership. The fourth part introduces a general content of women's lifestyle magazines. The last chapter is focused on the role of women and women's lifestyle magazines in the current society. It discusses e. g. the term „double burden“.

The analytical part combines qualitative and quantitative content research and its main objective is to describe, how the term femininity and the women values (relationships, sexuality, face, health and career) change in women's lifestyle magazines between years 2006 and 2016. The chosen compared years are connected with the economical crisis in 2008, which influenced a financing of media and subsequent changes in media trends, for example in commercialization, celebritization or influence of PR on media content. This thesis closely follows these trends as well.

Keywords

Femininity, gender, lifestyle magazines, qualitative analysis, quantitative analysis,
Cosmopolitan, Joy, Žena a život