

Annotation

The diploma thesis *The transformation of Playboy Magazine cover pages 1991–2016* focuses how the Czech Playboy magazine changed the portraying of woman during the period between 1991 and 2016 on its cover pages. One analytical procedure has been used: semiotic analysis. The analysis examines the first twelve issues of the magazine, which were published during 1991 and 1992, in addition, they are compared with the cover pages released in 2016. The theoretical part of this thesis deals with topics important for the understanding of this issue. It focuses on the development of men's magazines in the Czech Republic and abroad. In the first place it describes the evolution of the Playboy magazines and it discovers the origins of magazines focused on male audiences in the Czech territory. The chapter concerning gender studies explains the important theories connected to this topic (Goffman, myth of beauty). The used research method is further described in the methodology chapter. Finally the study strives to reveal hidden meanings, stereotypes in displaying the gender and at last but not least it evaluates, how the imaging of woman has changes during the existence of the Czech Playboy.