

Abstract

Thesis “The comparison of selected topics in *Vlasta* Magazine between periods 1973–1978 and 2013–2018” informs readers about thematic categories in *Vlasta* Magazine of the 1970s and the 21st century. The main goal was to compare topics of these two periods and decide how they have changed during forty years.

This work introduces media theories, reminds of the most important Czech and Czechoslovakian historic events, the third chapter discusses woman’s roles, especially her work and social roles. The next chapter is about media owners and about *Vlasta* Magazine. The practical part of this work is dedicated to quantitative and qualitative differences among thematic categories in *Vlasta* Magazine between periods 1973–1978 and 2013–2018.

Research shows that texts of both periods have their typical features. Authors write about politics and criticize social imperfections. A woman is shown like an unselfish mother and a hard worker.

Nowadays, journalists speak neither about policy nor foregone regime. An appeal to women is not coherent – they should be beautiful and slim, but on the other hand “real women have curves” and “a real lady does not care about wrinkles”. Today’s women do care about relationships with men and about shopping. In addition, consumerism is evident because of increased number of advertisings.