

Abstract

The bachelor thesis deals with the aims, methods and means of communication published in the magazine called *Vlajka* during 1928–1942 period. Mostly it focuses on the topic of Jewry and Communism (based on the sources and specialised literature study it presents the most striking Jew and Communist presentation models) – regarded as national enemies due to the *Vlajka*‘s „fight“. The thesis also concerns Christianity, which is a form of defence from Jewry and Communism for *Vlajka*.

Author‘s interest also lies in the belles-lettres texts‘ character and *Vlajka*‘s relations to art and chosen Czech literature personas. Eventually, the paper reflects ways of thinking on the woman (and woman social role) theme.