

Central question of this dissertation thesis is, whether magazines in the Czech Republic reproduce such mechanisms of masculinities representations in their content which simultaneously construct modern patriarchal structures. Qualitative discourse analysis was chosen as the key method and the dissertation thesis researches six issues of men's lifestyle magazine Maxim and six issues of family magazine Květy. As a primary proposition was an idea that the patriarchal mechanisms of current society might be necessarily included in the content of both magazines, no matter what genre they are, and that those mechanisms might differ from each other only in their shape. Result of this dissertation thesis is verification of chosen proposition.