

## **Annotation**

Bachelor thesis is dealing with a change of the concept of womanhood in the ELLE magazine as a first foreign fashion medium which was issued in the Czech Republic after the political–social transformation in the year 1989. As an opposite medium serves the *Žena a móda* (= *Woman and fashion*) magazine. The changes will be observed on issues of the ELLE magazine which were published in the year 1994, that meaning the first year on the Czech market. In the case of the *Žena a móda* magazine, subjected publications will be from the year 1988. Womanhood will be presented in the theoretical part of the thesis, characteristics and history of fashion magazines will be then presented together with a short history of the ELLE magazine and same with *Žena a móda*. Qualitative content and picture analytics will be explained in methodological part of the thesis which I chose as a tool to capture the expected differences. The analytic part is analyzing single specific differences in beforehand chosen dimensions.