

The 1950s in the United States of America brought about not only political, economic and cultural changes, but also a social change on a massive scale. The way of perceiving men and women, their work, leisure and personal ambition, changed significantly. This change was influenced by further medical, sociological and psychological discoveries, but the crucial influence came from the movies and television. The middle of the 20th century was the time when mass media became a part of everyday family life and took a firm hold in the majority of American households. The entertainment industry became involved in forming the social reflection and became influenced by it in turn.

Based on the analysis of selected products from the entertainment industry which represent a sample of differing approaches in film and television, this diploma thesis explores the depiction and reflection of the perception of the family, the depiction of women, childhood, the home, relationships etc. The thesis focuses on the reconstruction of interpersonal relationships in film and television, with the emphasis on the role of women, in the context of social development in the United States of America after the Second World War and in the 1950s.