

## Abstract

Thesis Lifestyle in magazine Květy (1960 - 1968) deals with the lifestyle in the years 1960 - 1968 in Czechoslovakia from the viewpoint magazine Květy. The work examines how the magazine, presented lifestyle in the reference period and how they influenced the ideas of readers' lifestyles. Due to the great range of lifestyle related work has focused solely on housing, leisure and fashion. In the field of housing, work has concentrated on available housing, household furniture, decorations and articles of daily use. In the fashion most attention was focused on the clothing, hairstyles then in fashion and beauty treatments. Leisure time has been reduced to activities designed for relaxation, entertainment and distraction, prevailed in the area of recreation, sports activities and activities of various interest groups. Lifestyle in the analysis of the text was analyzed using a combination of qualitative and quantitative methods of content analysis. Quantitative analysis is mainly concerned with the development of a range of lifestyle topics. Qualitative analysis provides information about the content of a particular lifestyle topics. The paper also deals with the theoretical embedding the concept of lifestyle, a lifestyle of Czechoslovakia in the 60s 20th century, the magazine examined the characteristics and socio-political situation of the sixties in Czechoslovakia.