

Abstract

In my doctoral thesis I decided to explore a genre of so called women's columns, specialized newspaper sections which were created to satisfy namely female audiences. First women's columns appeared in the end of 19th century in the United States and quickly became very popular. Although newspaper writing for women was a significant phenomenon of popular culture during the first decades of 20th century, Czech media historians have so far paid almost no attention to this quite interesting topic. Because of the lack of information about constitution, development and characteristics of women's columns in Czechoslovak newspaper after 1918 I focused on basic research of selected Czech dailies (Lidové noviny, Národní listy, Tribuna, Národní politika, Prager Presse) and tried to follow how these newspapers formed and operated pages meant for female readers. Specifically I studied contents, layout, typography, style and authors of Czech women's columns in the chosen period (1918-1930). My aim was to show that women's columns were important both for editors and for readers and that main authors of those columns (characterized in five biographical chapters) considerably took part on discussion about lifestyle, family and gender issues of the time.