

Abstract

The bachelor thesis inspects the potential impact of the Big Depression on the Czechoslovak society in 1929 – the year of escalating economic conjuncture. To find it out, the advertising outputs are applied, namely a print advertising in the then social week magazine called „Pestrý týden“ (The Motley/ Various Week in translation).

The first part provides a theoretical background – it puts the topic into the historical, political, economic, social and cultural context in order to prepare a reader for the second part of the thesis. There are described the then means of advertising including a detailed characteristics of the First Republic print advertising. Except for that it emphasizes a new role of women in society and the advertisers' attention to these new consumers and buyers.

The second part is practical and dedicated to quantitative content analysis and determination of an amount of particular goods and services in particular months. It is explained here, why some types of goods and services disappeared or appeared during the year and whether it was due to the crisis. Within the analysis the biggest investors and their target groups are defined as well.