

## **Abstract**

My master thesis examines lifestyle in the sixties of the 20th century as depicted on pages of Vlasta weekly magazine. Vlasta has been published since 1947 and thanks to the long continuity and grounding in the Czech environment, it is considered to be a traditional magazine. It has gained and maintained its broad network of readers throughout the years and is considered to be a leading magazine of Czechoslovak women during the communist era. In my thesis, I focus on the content analysis of the magazine in years 1960 – 1968. The thesis is set in a historical, social and media context. I emphasize the topics that are closely related to lifestyle. The areas that determine the lifestyle and on which I focus are, in particular, housing issues, workload, family relations, education, fashion, art and leisure time. I have also covered questions involving emancipation of women and their position in society. I also deal with the question whether the image of the lifestyle as presented by the Vlasta magazine matched the actual lifestyle of people in the sixties. In addition, I examine whether the magazine actually fulfilled the role of a weekly magazine for women, as it is well known that Vlasta was under the political supervision. The thesis is divided into two parts, the theoretical and analytical. The theoretical part is devoted to the overall description of the relevant contemporary matters. In the analytical part, I firstly introduce the magazine and then analyse the content of individual copies.