

Abstrakt

The thesis deals on the example of the magazine *Vlasta* with the means of construction of female identity in Czechoslovakian press in 1948 – 1960. It analyses the norm-making examples of female identity, their changes during the watched period and examines the extent to which the examples disrupt or fortify traditional gender relations. Given issue is put into historical and social context of post-February Czechoslovakia, while it focuses especially on implementation of so called soviet model in Czechoslovakia. In particular it focuses on the analysis of solution of women's question in Marxist-Leninist theory. Further it formulates the elemental forms of norm-making examples of female identity and analyses their changes during the watched period and their impact on gender relations. Further it focuses on the solution of question, to what extent were they slavishly taken over soviet model, respectively if it is possible to find some specifics dependent on the distinctive Czechoslovakian conditions.

Key words: gender history, women's history, gender, woman, Czechoslovakia, press, identity, emancipation.