

Abstract

The aim of this thesis was to describe metamorphoses that have occurred in children's magazines, which were published before 1989 and whose publication continued after the Velvet Revolution. Comprehensively are analysed magazines *Mateřídouška* and *ABC mladých techniků a přírodovědců* (from the originally planned six journals, which meet the selection criteria) since their inception to the present, on the basis of selected years in five-year intervals. Although the description of the literary component constitutes the basis of this thesis, attention is also given to the overall content and appearance, particularly the influence of political events on given periodicals. The assumption was that the biggest changes in all examined aspects occurred in *Mateřídouška* and *ABC mladých techniků a přírodovědců* after 1989. Carried out the research, it was found that in the case of both magazines same trends occurred on their pages: articles, reports and literary component have been gradually replaced by an amusing component, e.g. contests, quizzes, riddles (even before 1989); literary component significantly decreased in both cases after 2000; after the Velvet Revolution, both periodicals can be described as apolitical (whereas until 1989 its content was strongly influenced by political events in our country). A major impact on the content was and still is the development of communication technologies in the last two decades, which significantly changed leisure time interests of the young generation. After the processing of selected periodicals, the original premise was confirmed. At the same time it appeared that *Mateřídouška* and *ABC mladých techniků a přírodovědců* still accept and continue in their pre-revolutionary roots, their appearance and content is, however, already incomparable.