

## **ABSTRACT**

The purpose of this bachelor thesis is to describe the content of Czech, top readed women's magazines. With using quantitative content analysis and SPSS Statistics software, I am trying to find out, how do these magazines write about fashion, which are the main topics and in what extent. In my research, I have chosen two magazines with constant position on the Czech market and with high saleability: *Svět ženy* magazine and *Blesk pro ženy*. Both magazines are analyzed in nine-years gap, so we can describe some content changes and trends. In the first part of this thesis you can find a text about fashion magazines phenomenon, their importance and role in our society. The key subject of the analysis is a fashion text – there is also described, what does fashion exactly mean, how powerful and influential it is. The next step is to define the research method and to present arguments for the choice of this method. The outputs of the research are presented by graphs and tables, set hypothesis are accepted or refused. The final result of the analysis is that we can see a moderate increase of the fashion content in Czech women's magazines, which can give a basic informations mainly about contemporary fashion trends.