

The present thesis is dedicated to the thematic agenda of the magazine Svět sovětů (The World of Soviets) during the pre-war period (1934 - 1938) and the post-war years (1945 - 1946) as well as the image of the Soviet women that this magazine was forming. Fundamental intention of this research was to process complex set of topics of this magazine during mentioned time intervals, then capture differences (in case there were any) in the description during those periods and subsequently analyze the portion of articles that was dedicated to a Soviet woman, especially with regard to the following analysis of her image that was artificially constructed in the given magazine. The aim of this paper was to reconstruct the image of the „look” of the Soviet women and make comparison of its development during the period before World War II and subsequently after it was over. The assumption was that her portrayal depended on promotional and agitational politics of the Communist Party of Czechoslovakia and the Soviet Union itself, and that this image was changing depending on the political objectives of the Communist Party and the Soviets, which varied in accordance with the historical events that were taking place. This thesis therefore presents image of Soviet women deliberately formed as means of agitation and propaganda, subordinated to the challenges of the political regime.