

Abstract

This thesis *The image of Czechoslovak edition of world's fashion magazine Vogue* deals in the theoretical part with the characteristics of the press for women and the theory of fashion from a philosophical-social aspect. The practical part of the thesis deals with the content analysis of Czechoslovak Vogue by comparison with two other world editions, American and British. The content analysis is carried out according to the following points: the front page of the magazine, editorial, regular sections and photo stories. Part of the practical part is also a content analysis of the topic of feminism and Vogue CS's approach to female readers. In particular, maintaining the stereotype of a woman who should take care of her appearance and maintain a youthful appearance. The aim of the work was to describe the content of the Czechoslovak version of Vogue magazine, which has been newly introduced to the domestic media market since 2018.

Keywords

press, fashion magazine, Vogue, content analysis, fashion, feminism