

## **Abstract**

This thesis is focusing on a magazine *Hvězda československých paní a dívek* primarily designated for women, which used to be published in an era of the First Czechoslovakian republic, then in the Second republic and has been cancelled after the end of the Protectorate. Magazine has been published in the Melantrich concern, which was part of a Czech political party of National socialists. This thesis will first introduce the Melantrich establishment and his publishing activity. Melantrich became one of the most successful press companies in the era of the First republic. Mentioned is also the most famous owner of the Melantrich concern, Jaroslav Šalda.

Afterwards the editorial office of the magazine is introduced, which was gradually changing over the years, according to the political situation that persisted at the time. Some of the editors were even well known First republic figures. In the second half of the paper, there is an analysis and description of the four most appearing roles of women which has been gradually changing as the society progressed. Among these roles are a mother, a wife, a divorced woman, and a worker. These roles are analysed by articles, photos, or letters from the readers. The main goal of this work is to show, how these images of women have been changing over the years and if there were any emancipatory tendencies. Another important question is how these roles were later used by the Nazi propaganda.

## **Key words**

magazine, woman, First Republic, Protectorate of Bohemia and Moravia, Melantrich