

Abstract english version

Literární noviny was a publishing magazine, the first issue of which was published in 1927. The magazine was published in the period 1927-1941, after which its publication was stopped due to the German occupation. The magazine *Literární noviny* was then published again between 1946 and 1951.

In my thesis, I first focus on Czech cultural journalism in the 1920s to 1940s because cultural journalism flourished and was at a high level during this period, then I outline a brief history of *Literární noviny*. Then, in the practical part, I conduct a content analysis of *Literární noviny* in the period 1927 to 1941, i.e. from the first year when *Literární noviny* started to be published until it was suspended due to the occupation. I have chosen the method of content analysis because I want to look more deeply at the development of the magazine during this period, to map how the content, graphic design and themes in the magazine changed and developed. I also want to focus on and introduce the important personalities who worked and contributed to *Literární noviny* during this period. For the content analysis, I choose one issue in each year, starting in 1927 and ending in 1941.