

Abstract

The bachelor's thesis focuses on the portrayal of women as mothers, housewives, and employees in Czechoslovakia. Using the method of content analysis, it examines how women's roles as mothers, housewives, and employees were depicted in the women's weekly magazine *Vlasta* in 1948. These roles were often portrayed together and interconnected. In *Vlasta*, emphasis was placed on motherhood and women's entry into employment, while the role of housewife remained intact. The magazine also accentuated women's responsibility towards society and the state, which was expected to be fulfilled through these roles. For many women, entering employment led to issues stemming from the excessive burden of responsibilities at work and at home. The thesis describes the solutions to these problems proposed in *Vlasta*. In addition to the collectivisation and mechanisation of childcare and household management through shared facilities, the magazine also suggested better organisation and modernisation of the household. The thesis also aims to determine whether the Communist Party of Czechoslovakia's (KSČ) rise to power influenced the depiction of these roles and the proposed solutions, and, if so, how. It concludes that the Communist Party's accession to power was not particularly evident in the portrayal of roles or proposed solutions, at least not in the examined year of 1948.