

Abstract

The presented thesis, „The history and current state of advice columns and 'agony aunts' in both English and Czech and Slovak journalism with a focus on the question of gender” explores and analyzes advice columns as a journalistic genre, examining them from a feminist point of view and focusing on the question of the presented gender norms. The thesis begins with a brief historic overview of advice columns from its origins in the United Kingdom, the United States as well as Czech Republic and Slovakia. The methodological part of the study briefly outlines the theoretical background of the research, gender ideology, as well as previous studies in the field.

Analytical part of the thesis looks into nine different advice columns; four British examples, two American ones and three from the Czech Republic, covering different types of media (daily newspapers, tabloids, women's magazines, radio). In selected examples from each of the columns, it strives to answer two key questions; how a given column portrays gender roles and what ideological inclinations can be found in the columns, particularly on the conservatism-liberalism and feminism-patriarchy axes. The thesis concludes with the results of the analysis, where it also highlights differences in these values between columns from British/American and Czech backgrounds, as well as columns found in tabloids vs. those in the national dailies.