Abstract:

The goal of this thesis is an analysis of cultural and social outlooks on women in automobile industry during the First Czechoslovak Republic. Two outlooks are analyzed based on two genres of contemporary printed media: one aimed at motorists and another at women. More specifically, how women were portrayed as everyday drivers, and in advertisements for automobiles. The main focus is on the comparison of both outlooks during the years 1920 to 1938 in Czechoslovakia.

Key words:

advertisement, automobile, first czechoslovak republic, Czechoslovakia, driver, printed media, racing driver, woman