

DÍVKY AND GIRLS ACCORDING TO CZECH GIRLS' MAGAZINES (LANGUAGE, IDEOLOGY, AUDIENCE AND ITS ATTITUDE)

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Abstract

This article treats of a new book which is named "Dívky a girls podle českých dívčích časopisů (jazyk, ideologie, publikum a jeho přístup)". This book got out in 2007 in the Bor publisher. The authoress of the book is a very famous expert in the topic of teenzine – namely K. Kadlecová. This paper introduces this new book to potential readers and first of all presents personal opinion of this publication.

Key words

Review, medial education, publication "Dívky a girls podle českých dívčích časopisů (jazyk, ideologie, publikum a jeho přístup)" K. Kadlecová (author of this book).

The book called "Dívky a girls podle českých dívčích časopisů (jazyk, ideologie, publikum a jeho přístup)", written by Kateřina Kadlecová (*1980), was published by Bor publisher in 2007. In fact this is the authoress's second book which deals with the topic of girls' magazines. The first one was a monograph published in 2006 and it is called "Ženské časopisy pro pokročilé (literární interpretace a kritická analýza diskurzu měsíčníku Marianne)".

The authoress of the book studied the Faculty of Arts, specialization in Czech language and literature, then as well journalism and medial studies at Faculty of Social Sciences at Charles University in Prague. Nowadays she is a postgraduate doctoral student of Medial studies at Charles University in Prague. She works as the official university quarterly editor of Charles University called FORUM. She is also a journalist who publishes mainly the culture-orientated articles.

The book *Divky a girls podle českých časopisů* is a kind of a study which deals with a language and ideology of chosen girls' magazines, namely *Bravo-GIRL!*, *COSMOgirl!*, *Dívka* and *Top dívky*. The authoress describes a position of the mentioned magazines on medial market, analyses language and a typical

genre as e.g. photo-novel and others. Her linguistic analysis, which is the major part of this publication, is based on an empirical investigation. This research was done using questionnaire that were filled in by Czech and American respondents (girls) of the age from 11 to 23.

The attention is paid mainly to frequently used anglicisms, neologisms, slang and sociolects. There are a lot of practical examples. Kadlecová tries to find out the range of impact of the magazines for girls on their behaviour. She determines how much the magazines help consumer lifestyle. Czech magazines are compared to American magazines as *Seventeen*, *Teen Vogue* and others. The authoress finds even higher level of propagation in American magazines but on the other hand the attitude towards sex is more conservative there.

In the first part of the book Kadlecová describes the problems of magazines for girls. She pays attention to the history of these periodicals and describes her own experiences during two month residency at Princeton University where she studied communication strategies and manipulation techniques of American girls' magazines. At the beginning of the book she says that the girls' magazines are being underestimated: *"Many magazines for girls are greater than the public as well as readers are willing to accept."*¹, and that these magazines represent a strong phenomenon of nowadays popular culture. She writes: *"the magazines in fact command girls how they should look, behave and integrate themselves into society"*². These teenzines are a notional entrance into "femininity" for most of the girls. Although the readers of these magazines do not trust their quality, the questionnaires proved that a bit more than one half of Czech and American girls studying at university read them regularly. Therefore one of the questions in the questionnaires is "Why do you read girls' magazines?". The most frequent answers were: "I am interested in them. There is pretty good advice.", "They make me relaxed", "I am interested in fashion tips, hairstyle, photo-novels..." Kadlecová points out that the readers of these magazines create an individual subculture and community which has some factors in common as age, nationality, hobbies, relation to the language or gender. Due to this they realize their position in the social structure and try to succeed on the heterosexual "market" – to be as much attractive for the opposite gender as possible.

The other parts of the book are Topics and genres, Language and style, How the girls see it, the last part is attended to American girls' magazines. The

¹ KADLECOVÁ, K. *Dívky a girls podle českých dívčích časopisů (jazyk, ideologie, publikum a jeho přístup)*. page 8.

² The same book. page. 8.

publication includes also a lot of “colourful” material – photos, illustration of magazine front-pages and extracts of typical genres. In the last part of this book we can find a supplement which sums up (mostly in a form of tables or graphs) the results of the empirical research.

At the end the authoress summarizes general characteristics of girls' magazines as well as their main purpose – to strengthen social bonds among recipients.

Kadlecová deals also with the topic of Medial education RVP ZV (Framework Educational Programme). She emphasizes it is important to teach children and teenagers how to understand the language of media, to teach them to keep a critical view on medial content as well as to discover their manipulative strategy as soon as possible.

The study “Dívky a girls podle českých dívčích časopisů (jazyk, ideologie, publikum a jeho přístup)” is a suitable guidebook of girls' magazines and their questions. It introduces a typology, genres, ideology, language and style of magazines for girls. It deals with characteristic topics and typical manipulation techniques which are specific for this type of media. It focuses on a group of target recipients too. The book comes up with the new up-to-date data via realized research and connects girls' magazines with the topic of Medial education RVP ZV. Above all of this it gives teachers, parents and all other people, who are interested in the medial education, a manual and attractive approach to this topic.

References

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