

A Comparative Analysis of the British and the Czech Version of the Magazine Cosmopolitan

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ABSTRAKT

Cílem mé bakalářské práce je srovnání jazykových prostředků české a britské verze časopisu Cosmopolitan.

V teoretické části se zabývám časopisy všeobecně, dále se zaměřuji na časopisy pro ženy a poté zkoumám jazyk časopisů.

Praktická část popisuje postavení obou verzí na příslušném trhu, dále se věnuje struktuře obou časopisů a srovnává je a v poslední části analyzuje vybrané články a srovnává výsledky obou verzí.

Klíčová slova:

časopis, časopis pro ženy, Cosmopolitan, charakteristika časopisů, struktura časopisů, český trh, Britský trh, stylistická analýza, lexikální analýza

ABSTRACT

The aim of my bachelor thesis is to compare the Czech and the UK versions of the magazine Cosmopolitan from the language point of view.

In the theoretical part I deal with magazines in general, then I exclusively focus on women's magazines and in the last part I examine the language of magazines.

The practical part firstly describes the position of Cosmopolitan on the Czech and the British market, then it deals with the structure of the magazine in comparison and lastly a linguistic analysis of chosen articles from both versions is made and the results are compared.

Keywords:

magazine, women's magazine, Cosmopolitan, magazine features, structure of magazines, Czech market, UK market, stylistic analysis, lexical analysis

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DECLARATION OF ORIGINALITY

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

May 13, 2009

Kalsh
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INTRODUCTION

I have chosen the topic dealing with the comparison of the English and the Czech language in a magazine because I am interested in these two languages. For the analysis I have chosen the magazine *Cosmopolitan* because it is one of the women's magazines that is usually placed on the first positions in both countries, the United Kingdom and the Czech Republic.

Cosmopolitan belongs to the group of "exclusive magazines" predominantly dealing with fashion, beauty, cosmetics and trends in these categories.

The aim of my work is to make a stylistic and lexical analysis of some articles from the magazine *Cosmopolitan* and to find similarities and differences between the languages.

In the theoretical part I concentrate on magazines in general, I try to present some noticeable events from the history of magazines and explain what types of magazines exist and what their most common features are. In the second chapter I deal with women's magazines. This is the most widespread category of magazines and I look for reasons why they are so popular and how they contribute to the life of a common woman. The last part of the theory tries to introduce some important features of magazines from stylistic and lexical point of view.

The practical part of my work begins with a description of the position of *Cosmopolitan* on the market; I try to compare the situation on the UK market with the situation on the Czech market. In the next part I compare the UK and the Czech version of the magazine regarding their content and structure. The last part of my work focuses on the stylistic and lexical analysis of chosen articles and comparing the languages and visual aspects of both versions.

Cosmopolitan does not try to educate its readers; it is rather a magazine for relaxing. That is why I assume that the language is not very difficult to read and it does not contain any terms.

I. THEORY

1 MAGAZINES

There are many different definitions of what a magazine is. But generally they say the same thing. According to Longman Dictionary of Contemporary English (2003) a magazine is

“a large thin book with a paper cover that contains news, stories, articles, photographs etc, and is sold weekly or monthly”.

According to Macmillan English Dictionary (2002) a magazine is:

“a large thin book with a paper cover, containing reports, photographs, stories etc, usually published once a month or once a week”.

BBC English Dictionary (1992) the word magazine explains as:

“a weekly or monthly publication which contains articles, stories, photographs, and advertisements”.

Oxford Advanced Learner’s Dictionary of Current English (2005) says:

“a type of large thin book with a paper cover that you can buy every week or month containing articles, photographs etc, often on a particular topic”.

1.1 History of Magazines

The history of magazines is not very long. There are some notes about magazines in the 16th century, for example the first fashion magazine *The Gynasceum or Theatre of Women*, issued in the Latin language, in which the female costumes of all the nations of Europe are reproduced by engraving (Magforum.com). In the 17th century *The Ladies Mercury* was published by John Dunton. This magazine was something that is called a women’s magazine today but the word “magazine” was not used for magazines, although their characteristics and content were very similar to the ones of today’s magazines. It dealt with “love, marriage, behaviour, dress and humour in the female sex, whether virgins, wives or widows”. It also carried an 'Answers to Correspondents' section (Magforum.com).

The term “magazine” appeared during the 18th century when Edward Cave began publishing *Gentleman’s Magazine*. According to McKay (McKay, 2006) the word comes from a French word “magasin” which means “a shop” in English.

The aim of the *Gentleman’s magazine* was “to entertain with stories of crime and romance” (Magforum.com). The magazine became very popular and its “sister” *Lady’s Magazine* was introduced later. The magazine boom began. A lot of magazines concerning many different topic and interests started to influence people’s opinions and positions. During the 18th and the 19th century many today’s worldwide magazines were launched. For example *Cosmopolitan*, *Women’s World*, *Vogue*, *Woman’s Weekly*, *Harper’s Bazaar*, *Reader’s Digest*, or *National Geographic* can be mentioned.

The history of magazines is closely connected with the history of some inventions and events that contributed to the development of magazines themselves. In 1796 lithography was introduced. It helped to print magazines in a higher number than book printing and today it is still a widespread technique of printing. This method helped to print much better pictures in magazines.

The transport of magazines was complicated till 1842. As soon as UK national rail network boosts distribution was established, magazines could be distributed more quickly (Magforum.com). In 1852 wood pulp for paper making for newspaper and magazine printing started to be produced in Germany. This helped magazines to be printed on better paper (Magforum.com). The year 1855 meant the first use of colour in magazines and a few years later the first coloured photography appeared. A very important point was the year 1870. In that year Queen Victoria established compulsory learning to read and write in United Kingdom. Magazines and newspapers gained a big popularity since more people were literate. Press became a common part of everyday lives of ordinary people. That is why advertisements began to appear in magazines. In 1898 New York State passed a law against misleading advertising (Magforum.com).

In 1911 the rotogravure was invented. It is a method of printing that has been used up to now. It aided magazine production of pictures, especially photos. (Kietzman) The number of magazines grew up because of these innovations. In 1914 *Rainbow* as the first British comics for children was launched. In 1931 the first colour photo was printed in a British newspaper – *The Times*.

In 1972 *Cosmopolitan* became the first international magazine that was published in the United Kingdom.

During the 1980s the first computers appeared and they became the most important element in creating a new issue and its publishing. During the 1990s a great change was the appearance of the World Wide Web and the Internet (Magforum.com). At the beginning the publishers were worried about the future existence of paper magazines and newspapers. It seemed to be very popular to make everything in the digital form and the question was whether people would buy newspapers if the digital news were directly sent to their computers. Nothing has happened yet. On the contrary, using computers brought new possibilities in publishing - in 1992 magazines and newspapers archives were firstly published on a CD-ROM and in 1994 first banner advertising appeared on the Internet, for *Wired* magazine.

Today most magazines have their own web pages where additional materials are published and via various forums publishers together with readers can discuss the appearance and content of a certain magazine.

Magazines have changed much throughout the history. There are many types of them; today's paper magazine market together with their digital versions can easily satisfy the public demand.

1.2 Classification of Magazines

Nowadays the market offers a wide range of magazines. They are classified from a few points of view. According to McKay (McKay, 2006), magazines are divided into two groups - consumer publications and business-to-business (or trade, or professional) press.

On the other hand, Epan (Epan, 2008) distinguishes 3 types of magazines. They are general interest magazines, scholarly magazines, and sensational magazines. McLoughlin (McLoughlin, 2000) considers frequency as an important point while classifying magazines. She distinguishes magazines issued weekly, in a 14-day frequency, monthly or quarterly.

On the other hand, Magazines.com divides magazines into groups according to their subject matter.

More detailed information is provided below.

1.2.1 Consumer and Business-to-Business Publications

McKay (McKay, 2006) offers two groups of magazines. Consumer magazines are addressed to readers who look for information, advice and entertainment in one. People

usually read such magazines in their leisure time to relax. All titles related to hobbies and special interests are a part of this group. For example:

- Cars – *Classic Cars, AutoTrader, Auto TIP*
- Boats – *Paddles*
- Fish – *Koi Carp*
- Riding – *Horse and Hound*
- Pets – *Cat World*
- Sport – *Shoot Monthly, Cycling Weekly, Golf*
- Embroidery – *Cross Stitcher*

Business-to-business press is aimed at people who have something to do with business. Such magazines provide news in a limited field to a tightly targeted audience. The titles are not very known to general public, usually only people working in the specific sphere know the concrete titles. Their main function is to inform. For example *Press Gazette* belongs to this group.

1.2.2 General Interest, Scholarly and Sensational Magazines

Epanand (Epanand, 2008) divides magazines into three groups. Most magazines are considered as general interest magazines. These are concentrated on different topics, which are understandable by general public. They are full of articles, stories, a lot of pictures and photos are added. Generally, they are read for fun but also useful information can be found there. *Cosmopolitan, PC Today, Esquire, Time, Rolling Stone* are only a few examples from this big group.

Scholarly magazines are more professional in comparison with general interest magazines. The articles deal with very deep information on a certain topic. Pictures are not very common, more graphs, figures, and maps appear there. The magazines are directed to a specific group of readers with more than basic knowledge of the topic. They are not read for fun, their first intention is to inform and educate. As an example *Comparative Economic Studies, Ecological Applications, Middle East Policy, or Oceania* can be mentioned.

Sensational magazines are also called tabloids. Their aim is to deliver information about famous people and celebrities. They are based on pictures and photos, articles are not long. The journalists working for such magazines (known as paparazzi) try to take photos

of celebrities in as piquant position as possible. The tabloids are focused on the brilliant stories “from backstage” of their lives. Surprisingly, readers are interested in what their heroes do in their personal lives. Sensational magazines are easily recognized according to the huge photos and eye-catching headlines (Epan, 2008). Examples of sensational magazines are: *Globe, National Enquirer, or Star*.

1.2.3 Magazines According to Frequency of Publishing

McLoughlin (McLoughlin, 2000) distinguishes magazines according to the frequency of publishing.

Weekly published magazines (weeklies) – such magazines are not thick, and they contain recent information. They are not printed on high-quality paper. (*Business Week, Life*)

Magazines published in a 14-day frequency (fortnightlies) – since there is a 14-day long period for preparation of a new issue, the magazines are usually thicker and contain more articles (comparing to weeklies). They are more expensive and also paper is better (*PC Magazine, National Review*).

Monthly published magazines (monthlies) – especially international magazines are published monthly. They are usually about 150 pages thick and contain a lot of advertisements. Their paper is of high-quality. (*Cosmopolitan, The Musical Times*).

Quarterly published magazines – not many magazines are issued quarterly (*Spectrum, Disney Magazine*).

1.2.4 Magazines according to Their Topic

The server Magazines.com distinguishes a wide range of categories of magazines, divided according to their topic. Among the most popular categories are included (Magazines.com):

Business & Finance – these magazines contain more text and less pictures and photos, very often there are graphs or charts. The texts are educational and inform about news, trends and tendencies on markets. They are addressed to businesspeople, economists, financiers or people who are interested in economic topics. (*Money, The Economist*)

Children – magazines for children do not differentiate girls and boys (unlike teens magazines). They consist of various tasks that should develop children’s characters. Colouring, puzzles, matching, fairy tales and easy numbers and letters are the most often

content. Magazines are full of big pictures, usually cartoons. (*Disney's Princess, Boy's Life*)

Cooking & Food – magazines about cooking and food are for people who would like to be inspired with culinary tips and healthy preparation of food. They are full of recipes and recommendations about food, ingredients and procedures. Many photos are included so that the reader wants to cook certain meals. Very often the recipes (at least some of them) are readers' contributions. (*Everyday Food, Tea Time*)

Entertainment & TV – these magazines provide a reader with creating films, music, books, popular culture and celebrity news. (*Entertainment Weekly, Reader's Digest*)

Fashion – fashion magazines are full of photos where especially women can find inspiration for their own wardrobe. They also contain reports from fashion shows all over the world, interviews with world-famous fashion designers talking about fashion trends. An important part is promotion of clothes and accessories and information about beauty and lifestyle in general. (*InStyle, Glamour*)

Health & Fitness – articles concentrated on health consist of recommendations and advice how to eat and live healthily. Articles about reducing the weight and preventing illnesses are the most common. Advertisements mostly concentrate on accessible health preparations. (*Prevention, Eating Well*)

Home & Gardening – such magazines offer information about space in a house and a flat and how to arrange a garden. These magazines are addressed to people who are changing their flats or houses, wish to modernize them or who are looking for inspiration and advice. (*Log Home Living, Country Gardens*)

Men's – articles in such magazine are predominantly concentrated on men's lifestyles. The main topic is "women", other articles are about cars, fashion and cosmetics for men, sport, politics, sex, careers and men's lifestyles in general. Hard-core magazines are also considered as men's magazines. (*Men's Health, King*)

Sports – magazines about sport consist of articles about sport equipment, different kinds of sport (also very unusual ones), recommendations how, where and when to practice sport, and interviews with famous sportsmen. They address anybody who is interested in sports and also who practices sports. There are also magazines concentrated on one sport only. (*Sports Illustrated, Bicycling*)

Teen – magazines for teenagers mostly address either girls or boys and their content differs much. Magazines for boys contain technical articles about means of transport,

comics, science experiments, computer games. Girl magazines are very similar to women's magazines. They concentrate on fashion, cosmetics, boys, and relationships with family, boys, or friends. A magazine for adults often has a version for teens. (*Seventeen, Ultimate Spiderman, National Geographic Kids*)

Women's – Women's magazines are one of the largest groups of magazines according to their topics. Such magazines are full of fashion, cosmetics, and relationships (like girl magazines). Additionally they concentrate on problems in families (from a position of a mother or a wife); many pages contain articles about love and sex. Also recommendations how to be successful in the personal as well as career lives are very common. (*Cosmopolitan, First for Women*)

A magazine can be included in more than one category (for example *Men's Health* is a magazine for men as well as a health magazine). All these categories can be classified as general interest magazines. Such magazines only differ in topics and vocabulary but generally they are readable for everybody. There is no special knowledge needed to understand. They can vary in the number of pictures and photos. For example, there are more pictures in a fashion magazine than a business magazine. On the other hand, a business or financial magazine contains more specific vocabulary and rather graphs than pictures.

1.3 Magazine Features

Exact content of a magazine depends on each publisher, but there are some features that no magazine should omit. The front cover, the content, horoscopes, reader's letters, the problem page and reader's true stories are the ones proposed by McLouglin (McLouglin, 2000). On the other hand, McKay (McKay, 2006) recognizes fiction, horoscopes, listings, reviews, quizzes, photography, opinion columns, interviews or profiles, human interest stories, essays and advice pages as the most common features of magazines. The suggested features are predominantly the content of general interest magazines. The most significant features are described below.

1.3.1 Front Cover

According to McLouglin (McLouglin, 2000), the magazine front cover is the most important feature. Its intention is to catch potential reader's eye. "A magazine's front-cover

image and cover lines are persuasive selling tools. They motivate readers – confronted with shelves of front covers competing for their attention – to buy our magazine rather than another.” (McLoughlin, 2000, 5). The front cover is used to shape a potential reader’s expectation about the magazine. The front cover itself has a few important features: a magazine title, visual images and cover lines.

1.3.1.1 Magazine Title

A magazine title helps to shape a reader’s expectation greatly. It is written in big letters with violent colours. It is the first part of the magazine that will be remembered by the reader.

Each magazine title has its history and was created so as to attract people. Its form is not random. From the linguistic point of view a magazine title can be a word (or a group of words) that says what the magazine is about (for example *Woman* – it is a magazine about women). A magazine title can be also an acronym (for example “*FHM*” – for him magazine), or a compound noun (*Cosmopolitan* – The Greek Kosmos (a universe) and polites (citizen)).

Magazine titles are usually accompanied by slogans. For example “*Smart girls get more!*” (the magazine *More!*). A slogan is here to develop and support the main idea of the title.

1.3.1.2 Visual Images

Another important feature of the front cover is a picture. It also has its important role as well as the title. It is interesting to look for signs behind the picture. If there is a photo of a woman or a man, their expression, gesture, or posture are purposeful. For example, in case of a cover of *Men’s Health* there is often a man showing his muscles. This shows a reader how he (she) can look like when reading this magazine (and follow the advice in the magazine). A magazine about cooking can have a picture of mouth-watering meal on the cover etc.

1.3.2 The Contents Page

One of the first pages is usually the content. The content is a kind of a list of articles and other features that are in the issue together with the relevant page number. Articles are ordered upwardly for faster orientation in the magazine. That allows the reader to skip (for

him or her) unimportant articles and to find his or her favourites easily. Many magazines have their own structure of articles that are followed in each issue.

1.3.3 Reader's Letters

This is a page that allows readers to express their opinions. Readers are supposed to send their ideas, opinions or acknowledgements to publishers and there is a chance that their letter will be published in an issue. Very often the readers are offered an award in order to express their opinions.

1.3.4 Horoscopes

Horoscopes are included in so-called popular entertainment. There are “predictions of people's future based on the zodiac for the time of their birth” (McLoughlin, 2000). They appear in different forms in magazines, accompanied by pictures of signs and dates.

1.3.5 Interview or Profile

An interview or a profile is a very common feature in magazines. Such articles are usually connected with celebrities or people who have contributed to the society in a certain way (scientists, managers, successful people, people with an unusual life or job etc).

1.3.6 “How to”

This feature is one of the most common in all periodicals. Each magazine offers its readers how to deal with various difficulties in life. The advice can be in a form of an article (e.g. How to Have Sex like a Man – *Cosmopolitan*, November 2008) or a problem page (e.g. Dr Linda's Life Skills – *Cosmopolitan*, all issues). A problem page encourages readers to send their life problems and a responsible person, usually an expert, (in case of *Cosmopolitan* a Dr Linda) tries to give them some advice.

There are also “how to” articles and problem pages in other magazines – questions about finance can be found in a finance magazine, magazines about living are full of “how to” articles etc.

2 WOMEN'S MAGAZINES

Women's magazines are the biggest group considering their number on the market. They are directly addressed to women (but it does not mean they are always of a same content). A half of such magazines are titles dealing with simple women's subject-matters, e.g. fashion, cosmetics, household, family, children, beauty, men etc (e.g. *Cosmopolitan*, *Elle*, *More* etc). The rest are magazines focusing on more concrete topics, there are magazines about fashion only, about health, fitness, cooking addressed to women with specific interests (e.g. *Cooking Light*, *Modern Bride*, *Mailbox News* (a magazine about cake-decorating), and *Fit Pregnancy* etc).

Tracy Seneca (Seneca, 2007) distinguishes three main features in women's magazines. They are virtual communities, sources of education and trade journals.

2.1 Magazine as a Virtual Community

A magazine creates a virtual community between editors and readers. Unlike books or other magazines women's magazines allow two-way communication. According to Rheingold (Rheingold, 1993), a virtual community is created when "enough people carry on public discussions long enough, and with enough human feeling, to form webs of personal relationships." Looking at women's magazines it is obvious that between editors and readers there are some secret bonds that help to understand each other. This feature is visible via pages with editor's letters, reader's letters or problem pages. One participant asks, another answers. Readers are encouraged to participate in creating "their" magazine.

Edward Bok, one of the earliest editors of *Ladies Home Journal* began to stimulate readers offering them awards for answers. Today, it is a common element.

Such virtual communities are huge. Since many magazines are international today, there are no geographic or national limits for readers to join. Communities are based on common interests of all participants.

Another distinguishable phenomenon is talking about women as "we" within the articles ("*Blázní mi prsa*" in *Cosmopolitan*, November 2008 – "mi" refers to a woman) while talking about men as "they" ("*On a jeho kamarádky*" in *Cosmopolitan*, October 2008). Such addressing increases differences between participants of the community and "the others".

2.2 Magazine as a Source of Education

A brief look into any women's magazine is enough to find out much advice on anything. Another task of a magazine is to deliver some knowledge. This can be gained via problem pages where readers can ask exactly what they are interested in or via articles that are conceived as pieces of advice. As an example the article "How do I prep my pins?" (*Cosmopolitan*, June 2008) can be mentioned. This article gives advice about cosmetics that helps to treat the legs after winter. In women's magazines the advice concentrates on fashion, beauty, health, care of the body, food, relationships, career, lifestyle etc.

2.3 Magazine as a Trade Journal

Since women's magazines are read by a huge number of women, they are a good place for promotions and advertisements. Not only advertisements offer various products, some articles do as well. Promotions could also be a part of some advice. Such promotion can be found e.g. in *Cosmopolitan* (February 2009), which is called "Date Fever" and offers clothes suitable for dating.

2.4 UK and Czech Top Women's Magazines

A high number of women's magazines is published and each woman likes something different. According to research made by Top-ten-10.com in 2004 ten the most sold women's magazines in UK were *Glamour*, *Cosmopolitan*, *Good Housekeeping*, *Marie Claire*, *New Woman* (closed in 2008), *Woman & Home*, *House Beautiful*, *She*, *Elle UK*.

Companies GfK Praha and Median did research called Média Projekt in 2007 and it showed the most read women's magazines in the Czech Republic – *Glanc*, *Joy*, *Cosmopolitan*, *Elle*, *Marianne*, *Yellow*, *Juicy*, *Harper's Bazaar*, *Style*, *Fashion Club*.

Cosmopolitan – It is the largest-selling young women's magazine in the world. *Cosmopolitan* is famous for its upbeat style, focus on a young career woman and candid discussion of contemporary male/female relationships. Since its founding in 1886, *Cosmopolitan* has been reporting on modern social trends.

Elle – It is a worldwide magazine that focuses on women's fashion, beauty, health, and entertainment. It was founded by Pierre Lazareff and his wife Hélène Gordon in 1945. The title, in French, means "she".

Fashion Club – This magazine provides the complete information about fashion and cosmetics available in the Czech Republic. It addresses girls and women at the age of 15 – 35 living in cities.

Glamour – It is a women's magazine published by Condé Nast Publications. Founded in 1939 in the United States, it was originally called *Glamour of Hollywood*. It is now published in numerous countries, in most cases monthly. *Glamour* is a magazine about fashion and beauty.

Glanc – This magazine concentrates on lifestyles and the society. It addresses women at the age of 24 – 49 facing requirements at work, at home, in relationships. It is published fortnightly by Astrosat.

Good Housekeeping – It is devoted to contemporary women. Articles focus on food, fitness, beauty, and child care using the resources of The Good Housekeeping Institute.

Harper's Bazaar – It is a well-known American fashion magazine, first published in 1867. *Harper's Bazaar* considers itself to be a style resource for "the well-dressed woman and the well-dressed mind". It is aimed at members of the upper-middle and upper class.

House Beautiful - This magazine deals with advice and ideas how to improve the house and make living more comfortable.

Joy – It is a lifestyle magazine for women at the age of 19 – 39. It concentrates on fashion, beauty, celebrities, sex and love.

Juicy – It addresses women at the age of 20 – 35. It talks about shopping, real stories, fashion, cosmetics, having fun and home.

Marianne – A magazine addresses women older than 30. It focuses on fashion, beauty, career, lifestyle, relationships, and family.

Marie Claire - It is a monthly women's magazine conceived in France but also distributed in other countries with editions specific to them and in their languages. It focuses on women around the world and several worldwide issues, health, beauty, and fashion.

She – It is a magazine for women interested in health, beauty, fashion, and fitness. It is full of advice how to feel and look great.

Style – A magazine about relationships, fashion, style, and career addressed to middle-class women at the age of 25 – 45. It is originally American magazine published by Stratosfera in the Czech Republic.

Woman & Home – This magazine is known as fastest-growing title for women dealing with beauty, lifestyle food, and health. It addresses women over 35.

Yellow – It is a fortnightly for young women, dealing with fashion, beauty and style. It is published by Hachette Filipacchi 2000.

3 WOMEN'S MAGAZINES FROM LEXICAL AND STYLISTIC POINT OF VIEW

Women's magazines are not magazines for a certain group of people. They address everybody, so the language should not be complicated. In addition, such magazines are supposed to be read while having a rest, so readers do not expect difficult or unintelligible vocabulary or complex sentences.

Since a number of sources for lexical and stylistic features that are typical for women's magazines is very limited, the practical part of the work will help to determine some usual phenomena.

3.1 Vocabulary

Vocabulary of women's magazines is simple, without generally unknown terms. It can contain various lexical and stylistic phenomena. The most significant are the following:

3.1.1 Word Formation

New words are created by means of word formation. According to Kolář (Kolář, 2006) compounds, derivation, acronyms, initialism, clipping, reduplication, conversion and back-formations are the most common types of word formation.

Compounds – Two or more words or their parts are put together. The most usual are two-base compounds. They are popular in science and journals because of their condensed character. (e.g. bedroom) (Kvetko, 2005)

Derivation – New words are built by means of affixes. (e.g. worker, midnight) (Kolář, 2006)

Acronyms – New words are created from the initial letters of compound terms. They are read as one word. (e.g. NATO) (Kvetko, 2005)

Initialisms – Similar to acronyms, but the letters of a new word are pronounced separately. (e.g. USA)

Clipping – New words are created by cutting of one or more syllables. (e.g. vet – veterinary surgeon) (Kvetko, 2005)

Reduplication – It is a type of compounding with a small change in spelling. (e.g. tip top) (Kolář, 2006)

Conversion – It is a change of a part of speech. (a chair x to chair) (Kolář, 2006)

Back-formation – It is the formation of a simpler word from a structurally complex one. (accreditation x to accredit) (Kvetko, 2005)

3.1.2 Figures of speech

Metaphor – It is based on the fact that an element used within a metaphor somehow resembles something different. The resemblance can be based on colour, shape, function, parts of body etc. (Kvetko, 2005)

Metonymy - It is based on different relationships between lexical and contextual meaning of a word. It is a process when a thing is not called by its usual name but a name of something similar is used.

Synecdoche - A part is used instead of the whole or the whole is used for a part.

Simile – It is an explicit comparison of two things.

Personification - A human acting or qualities are assigned to things so as to specify the meaning.

Hyperbole – A kind of exaggeration in order to explain better a certain situation.

Litotes – It is using of negation on the contrary

Irony - Irony is based on lexical and contextual meanings that are opposite to each other.

Ellipsis – It is an omitting implied by a previous clause.

Periphrasis - Periphrasis is a use of a phrase instead of the name of an object. The phrase usually contains a short description of the thing and it is used in order to approach some particular features and qualities.

Allusion - It is an indirect reference to a well-known fact either from history or everyday life. The basic feature is that the speaker does not use any sources of such reference.

3.1.3 Multi-word Expressions

It is a number of more or less fixed combinations of two or more words. Kolář (Kolář, 2006) includes collocations, proverbs, idioms, phrasal verbs, and prepositional verbs in multi-word expressions.

Collocation – It is a combination of words that regularly occur together, it has a relatively restricted combinatory range and transparent meaning. (Kvetko, 2005)

Proverb – It is a short saying expressing a general belief. (Kolář, 2006)

Idiom – It is unchangeable, fixed combination of words, which function as single lexical unit. (Kvetko, 2005)

Phrasal verb – It is a unit of a verb and adverb particle. (Kolář, 2006)

Prepositional verb – It consists of the base verb and the preposition. (Kolář, 2006)

3.1.4 Level of Formality

The same idea can be expressed in more than one way. It depends on a situation and a relationship between the participants. Kvetko (Kvetko, 2005) divides vocabulary into formal and informal.

Formal vocabulary - It is a more stable part of a language. It is used in formal situations and it is more common in the written than the spoken language. It contains *technical terms* (used in a particular branch), *proper formal words* or *learned words* (used in official meetings, speeches), *literary and rhetorical words* (used in poetry and older works) and *archaic words* (words that are not used any more in common language but only in poetry or official documents).

Informal vocabulary - This is a more dynamic part of vocabulary. It is more used in spoken language, everyday conversations or informal writing. Kvetko (Kvetko, 2005) divides informal vocabulary into a few groups: *colloquialisms* (“informal words used by educated people in everyday situations”), *substandard words* (words that are considered as incorrect by educated people), *slang or jargon words* (usually used by a certain social, age or professional group), *dialectisms* (words used locally), *argot* (words whose meaning is used for different things in order to secure something or somebody).

3.2 Style of Magazines

Style is a way of using language (The New Oxford Dictionary of English, 1998). According to Čechová (Čechová et al., 2003), articles in magazines are written in the publicistic style.

The aim of the publicistic style is predominantly to inform and to persuade, Miššíková (Miššíková, 1999) adds the brain-washing function (logical argumentation but through emotional appeal as well). That is why this style is very dynamic and other styles blend together according to what reaction of readers the author needs. Miššíková (Miššíková, 1999) talks about the belles-letters style, the publicistic style, the newspaper style, the

scientific prose style, and the style of official documents. Čechová (Čechová et al., 2003) admits that all these styles can appear under publicistic style in magazines.

Kadlecová (Kadlecová, 2006) distinguishes different genres also appearing in women's magazines: editorial, interview, informative article, analytical article, report, short essay. The style is also influenced by a genre of a particular article. Čechová (Čechová et al., 2003) distinguishes the interview style for interviews, the fictional style for short essays, the essayistic style for editorials etc.

The publicistic style is the most up-to-date function style. Most articles deal with recent events, for example the influence of a season is noticeable in women's magazines (e.g. "What's your Holiday Style" in *Cosmopolitan*, June 2008).

3.3 Woman in Magazines

It is obvious that the woman is number one in women's magazines. McLoughlin (McLoughlin, 2000) talks about the *ideal reader*, which is created throughout magazines. Since it is impossible to know individual needs and opinions of each reader, editors try to write about such men and women that are generally seen as "perfect".

A woman in women's magazines is introduced as an idol with a perfect body, perfect fashion style, a perfect career and a perfect relationship. Deviations from this perfection are presented as "mistakes".

II. ANALYSIS

4 POSITION OF THE MAGAZINE COSMOPOLITAN ON THE BRITISH AND CZECH MARKET

The magazine *Cosmopolitan* was launched in the United States in 1886. Today it is the world's biggest magazine brand, with 59 international editions, published in 34 languages and distributed in more than 100 countries. It is a sector leader in 43 markets (Superbrands.uk.com, 2008).

Cosmopolitan is originally an American magazine, published by Hearst Magazines, and all other publishing countries need a permission to publish it. Each publisher is obliged to follow certain trends in the magazine that come from the United States. The magazine is addressed to women aged 18 – 40 in middle or upper middle class. It is a kind of a guide how to be successful in the field of beauty, career, relationships and family life. Publishers have to keep it in mind. One sample of each issue published in any country and any language has to be sent to New York where it is archived.

On the other hand, there are many differences among preferences of women all over the world. Each “mutation” of *Cosmopolitan* adapts certain habits typical for an individual country. A magazine must be made for its readers.

In most countries *Cosmopolitan* is available in two formats. One is the older format of 200 x 270 mm, the other is not so old, it is called travel-size format of 230 x 170 mm. This version is intended for handbags and it does not contain any presents that are from time to time added to the bigger format although the price is the same.

The title “*Cosmopolitan*” is always accompanied by a slogan that describes the magazine a little. The slogan in English (the original one) is “*For Fun Fearless Female*” (use of alliteration) and this thought is translated into other languages. In Czech it is “*Nejčtenější časopis pro mladou ženu*”. We can find the slogan on the spine of the magazine.

The magazine has also its web pages. These are in different languages according to the languages of the magazine in a country. British version of the web pages strictly follows the American, while Czech pages share the form of *Stratosfera* pages. Except direct web pages of the magazine, there are also web pages supporting the magazine and helping to keep *Cosmopolitan* virtual community that is felt while reading the magazine or looking at the web pages. In the United Kingdom there are web addresses such as Cosmomen.co.uk, Cosmofashion.co.uk, Cosmobeauty.co.uk, cosmoloveandsex.co.uk, cosmoyourlife.co.uk.

All these addresses lead to Cosmopolitan.co.uk but directly to the chosen sphere (e.g. men, fashion, beauty etc).

The Czech web pages are quite limited (Stratosfera does not follow the structure of Cosmopolitan.com), the Czech [Cosmopolitan](http://Cosmopolitan.com) pages have the same form as all magazines that are published by Stratosfera.

4.1 [Cosmopolitan](http://Cosmopolitan.com) on the British Market

The British version of the magazine was launched in 1972 and since that time it has been very successful. Immediately it became one of the leaders on the magazine market and it has been ranked among five top women's magazines in United Kingdom until now. [Cosmopolitan](http://Cosmopolitan.com) is published monthly by The National Magazine Company Limited that is also the publisher of [Good Housekeeping](http://GoodHousekeeping.com), one of the rival magazines of [Cosmopolitan](http://Cosmopolitan.com).

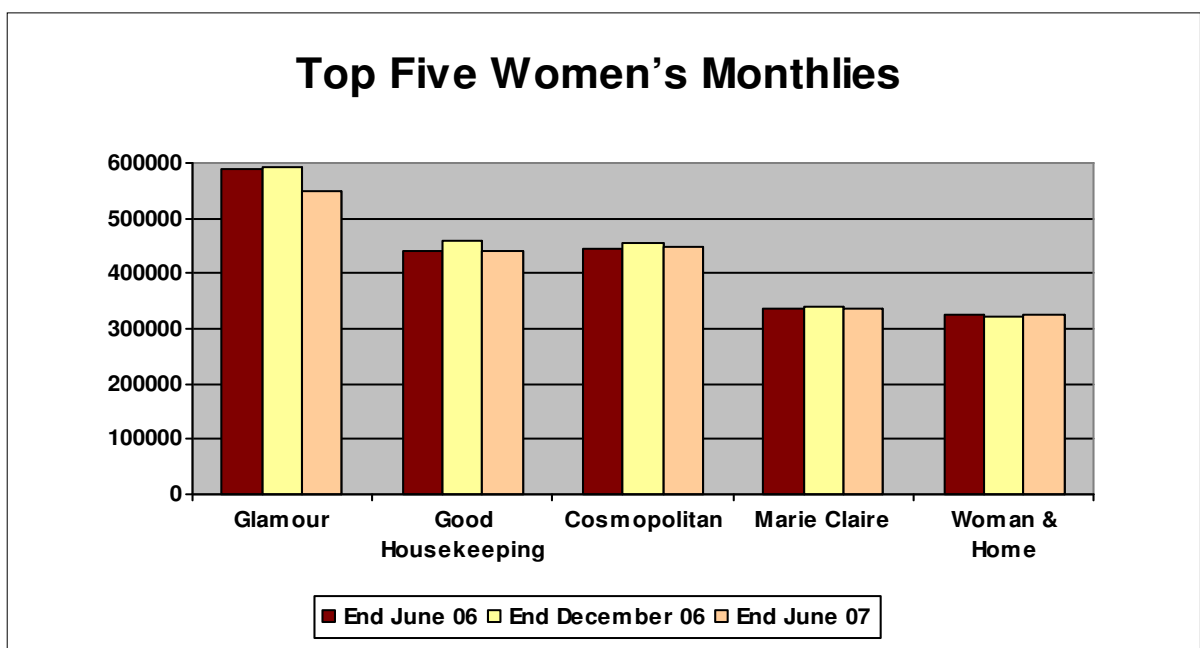


Figure 1: Top Five Women's Monthlies

Figure 1 shows us the position of [Cosmopolitan](http://Cosmopolitan.com) in the period between June 2006 – June 2007. The axis X presents the five most sold women's magazines in the United Kingdom and the axis Y presents the average number of sold issues in a half of year.

The British leader magazines were [Glamour](http://Glamour.com), [Good Housekeeping](http://GoodHousekeeping.com), [Cosmopolitan](http://Cosmopolitan.com), [Marie Claire](http://MarieClaire.com), and [Woman & Home](http://WomanHome.com). Regarding the average monthly distribution, [Cosmopolitan](http://Cosmopolitan.com) was on the second place in June 2006 with about 445,000 sold issues, in

December 2006 Cosmopolitan sold about 455,000 issues while the magazine Good Housekeeping sold about 460,000. That led to the fact that Cosmopolitan shifted to the third position. In June 2007 Good Housekeeping sold 440,000 issues and Cosmopolitan 450,000 and it became the second most read magazine again. It would be difficult for Cosmopolitan to reach the first place since the magazine Glamour sold more than 500,000 issues a month in the monitored area.

Today, the situation on the British market is very similar; all the presented magazines are still on the first places among readers.

Both formats of Cosmopolitan are available in the United Kingdom. On the cover of the travel-size format a slogan commenting its size appears – “*All the Pages of Cosmo in a Handy Travel Size*”. The slogan is visible on the top of the cover above the title.

The price is set regardless whether it is the bigger or the travel-size format. The price of the samples chosen for the analysis is variable but there are no obvious reasons according which the price changes.

June 2008 - £3.20 (travel-size format)

September 2008 - £3.40 (travel-size format)

November 2008 - £3.40 (travel-size format)

October 2008 - £3.40 (bigger format, a present was added – a small handbag)

February 2009 - £3.30 (travel-size format)

The UK version of Cosmopolitan is also available in other countries (e.g. in Portugal where the presented UK Cosmopolitans were bought – the price was €4.95, which is comparable with the price in the UK).

4.2 Cosmopolitan on the Czech Market

The Czech version of Cosmopolitan is not as old as the British one. The first issue was published in 1997 by Stratosfera that has been publishing the magazine monthly up to now.

In the Czech Republic the magazine is considered as an exclusive magazine. The main features of an exclusive magazine are its price (higher than for so-called classic magazines), paper quality and the number of pages. This is aimed for the Czech version as well. Other exclusive magazines on the Czech market are CosmoGIRL!, Elle, Harper's Bazaar, Marie Claire, Vogue, Yellow and so on.

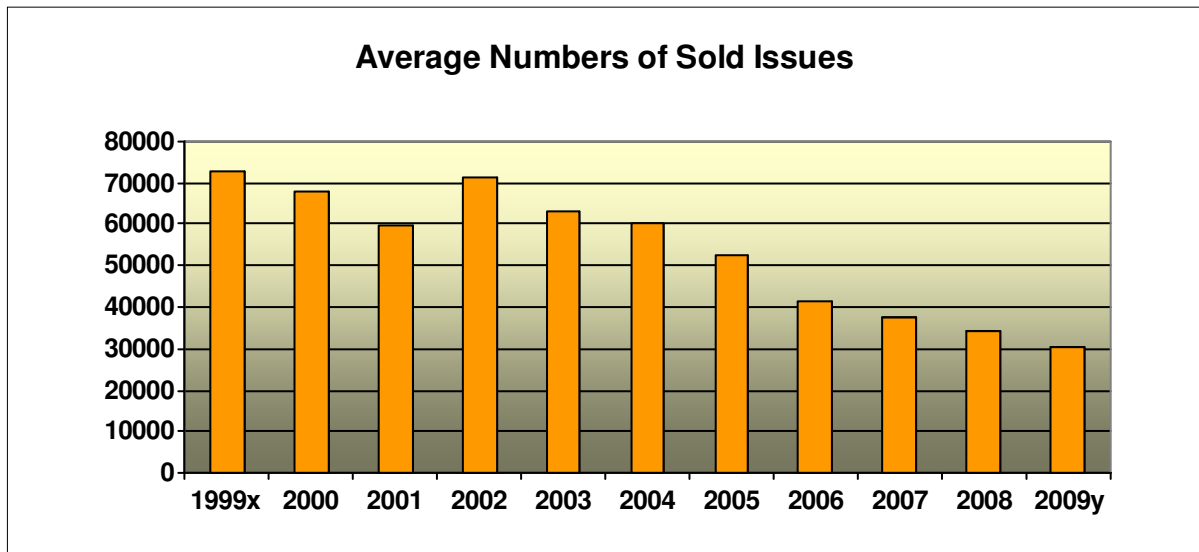


Figure 2: Average Numbers of Sold Issues

Figure 2 shows the average numbers of sold issues of Cosmopolitan since 1999 when the company ABC ČR (Audit Bureau of Circulations) and later the company Ernst & Young have done researches about how many issues were sold. All figures stand for the average numbers during a certain year. The axis X presents the years when the research has been done. In 1999 the data are available only from the months August – December and in 2009 only January is counted into the average; no more data were available at the time of writing the thesis. The axis Y presents the average amount of sold issues.

It is apparent that the number of sold issues has been falling. In 1999 Cosmopolitan sold more than 70,000 issues. It got over 70,000 again only in 2002 and next years the sale decreased. In 2009 the number of sold issues was a bit more than 30,000 only. The reason is that more and more similar magazines have appeared on the market and the target reader has a wider choice.

The price of the Czech Cosmopolitan is more stable than the price of the UK version. Both formats are available, the price of the bigger format is CZK 99.90, the smaller one costs CZK 59.90. The Czech version is much cheaper than the UK version. The reason is that Cosmopolitan has to be competitive with other exclusive magazines on the Czech market, whose prices are similar.

5 STRUCTURE OF THE MAGAZINE, SIMILARITIES AND DIFFERENCES

As I mentioned before, the UK and Czech versions of the magazine belong to the same brand and according to the licence the publisher must follow certain directions. But the publisher also has to think about the readers of the magazine, after all, the magazine is made for its readers, and thus there are also some differences between individual versions. In this part of my analysis I would like to focus on the structure of Cosmopolitan and look for features that the UK and the Czech versions have in common and that are different.

5.1 Design of the Magazine

Both versions of Cosmopolitan are printed on very similar glossy paper, which is one of the conditions demanded by Hearst Magazines.

5.1.1 Cover

Each issue is presented by an attractive and successful young woman on the cover. These women are always slim, smiling, with the make-up and perfectly dressed hair. They are more or less known, usually models, singers or actresses. UK version presents famous women (sometimes accompanied by men – the issue of November 2008 presented the British TV presenter Tess Daly together with her husband, the presenter Vernon Kay), such as Cameron Diaz or Angelina Jolie (American actresses). Inside the magazine a reader can find the reference to the woman (man) on the cover – a name, age, clothes, accessories and make-up are mentioned. On the cover of Czech Cosmopolitan similar celebrities appear, but inside the magazine a cheaper version of the clothes available in the Czech Republic is offered.

Another significant part of the cover is the title “Cosmopolitan”. The colour of the title depends on the colour of the background. If the background is darker, the title is usually white. White or very light background leads to colourful title (e.g. pink, yellow, orange, golden etc). Some British issues have a note “UK edition” in the top right corner of the cover.

Cover lines mentioning the main articles within the issue are the last part of the cover, sometimes supported by the page number. They are usually short phrases, which help to sell the magazine.

The other elements on the cover are: a month and year when the issue was published, the price, bar code, and the web address.

5.1.2 Number of Pages

The UK version of the magazine has much more pages than the Czech version. The UK version contains about 240 – 280 pages, surprisingly, the issue of February 2009 has only 176 pages, which is more than 100 pages less than the issue in October 2008 with its 292 pages.

The Czech version usually has 146 pages, only one issue had 170 pages (May 2008).

5.2 Amount of Texts and Pictures

It is very common that there are texts together with pictures on pages. In some cases the pictures help to imagine things mentioned in texts, or they only illustrate the problematic topic. I have found only very few pages with no pictures in my samples.

The amount of pictures within texts depends on what part of a magazine we focus on. Sections about fashion or cosmetics have naturally more pictures, the most often they are pictures of recommended products (“*What’s Hot What’s New*” – UK, September 2008, “*Má láska džínová*” – Czech, May 2008). On the other hand, pages with stories contain only a few pictures (“*Change Your Life in 4 Weeks*” – UK, February 2009, “*Odkdy svět miluje suši?*” – Czech, June 2008). Most of the pictures are photos. Animated pictures hardly ever appear (“*Stalo se v kabině*” – Czech, October 2008).

5.3 Fixed Sections

Cosmopolitan, like other magazines, contains an amount of sections that appear repeatedly in all or some issues. Comparing with the American version of Cosmopolitan it is obvious that most fixed sections are ordered by the United States since they are very similar (in both UK and Czech version), while other parts are optional and follow habits of different countries. On the other hand the titles of the fixed sections are quite general so publishers can include many different projects.

Fixed sections are included frequently, but not all of them are in all issues.

5.3.1 UK Version

The British version of Cosmopolitan has more than three quarters of the editorial material fixed sections. Other projects occasionally appear and are focused on current topics. (e.g. “*Naked Male Centrefolds*”, June, 2008).

The fixed sections are:

- *On the Cover* – A reference to a person on the cover. Readers get to know their name, age, where to shop their make-up and clothes.
- *Editor’s Letter* – Editor Louise Court writes about her experiences, mentions main topics of the issue.
- *Cosmo News* – The section informing about news among celebrities, referring to current events, fashionable clothes and make-up. A part of the News is an interview and You & Him.
- *We’ve Got Mail* – A page where readers can demonstrate their opinions.
- *Cosmo Inspiration* – A story of a common successful woman.
- *Sex & the Single Girl* – A section dealing with sex, problems with love and sex, and being single
- *Woman We Love* – An interview with a famous woman (sometimes replaced by a man or a couple we love)
- *Cosmo Talks* – A section dealing with sex, happiness, friendship, relationships.
- *Cosmo Quiz* – A quiz for readers.
- *Sex Coach, Life Coach, Be the Best* – Three women give advice about sex, life and readers themselves. (Sex Therapy, Ask Irma, Dr Linda’s Life Skills)
- *Fashion & Beauty* – Almost one third of the magazine is focused on fashion and beauty topics.
- *Cosmo Living* – A slogan of this part is “Cosmo loves your... body, food, holidays, money, shopping, staying in, courage, travel, life”. Each page deals with one of these topics. A part of Cosmo Living is Cosmastrology (Cosmo loves your future).
- *Cosmo Commandments* – The very last page of the magazine containing “10 rules of...”. It gives the reader 10 pieces of advice on a certain topic.

5.3.2 Czech Version

Similarly to the UK Cosmopolitan the content of the Czech version is preferably made from fixed sections and variable parts depend on the season or current topics (e.g. June 2008 presented bikini in the project called “*Největší plavkové focení v Čechách!*”).

The fixed sections are:

- *Úvodník šéfredaktorky* – “A letter” from the editor-in-chief Sabrina Karasová, mentioning her experiences and current topics.
- *Cosmo hvězdárna* – Focused on celebrities as well as common women, current events, clothes, make-up.
- *Cosmo hvězda* – An article about famous women (singers, actresses...)
- *Cosmo důvěrně* – A section containing a page for reader’s letters, questions about relationships, and letters containing readers’ funny experiences.
- *Cosmo trendy* – A section dealing with fashion and beauty.
- *Sex & Láska* – Articles about sex and love, dealing with problems.
- *Vy, jen vy* – Articles giving advice how to feel comfortable in life.
- *Jaké je...* - Two or three stories of women who have experienced or are experiencing something unusual.
- *Vše o mužích* – Articles present us men as a different species. Writers refer to men as “he” or “they”, give us advice about relationships, and let us see into their minds.
- *Na scéně* – “What is happening in the current month”. Focusing on celebrities, events, music, films and books.
- *Cosmo & Tělo* – A section dealing with food, cooking, exercises, health.
- *Splníme Vám přání* – The magazine allows its readers to write and have a wish. The wish is fulfilled for one of them every month.
- *Cosmo věc* – This article describes the history of a certain product (hair-dye, sushi, etc.)
- *Ženy mění svět* – A profile of a woman famous for her job (a photographer, a politician, a writer, etc.)
- *Cosmo cesty* – An article about a country from all over the world.
- *Horoskop* – Signs of the zodiac and predictions for next month.

5.3.3 Sections That Appear in Both Versions

There is quite a big number of sections that are very similar or the same, even though relevant articles deal with very different topics.

Editors letter – Úvodník šéfredaktorky (a letter from the editor-in-chief)

Cosmo News – Na scéně (news about celebrities, fashion, make-up, books, etc.)

We've Got a Mail – Cosmo důvěrně (letters from readers)

Sex and the single girl – Sex a láska (articles about sex, love, relationships)

Woman We Love – Cosmo hvězda (an interview or a profile of a famous woman)

Fashion and Beauty – Cosmo a Tělo (articles about fashion, beauty and care of the body)

Cosmo Living – Vy, jen vy (articles about living, career, food, practical advice)

Cosmostrology – Horoskop

5.4 Advertisement

Advertisements are an indivisible part of all exclusive magazines, they usually cover a big part of pages, in other words it is impossible to overlook them. For the analysis I divided advertisements into 5 parts – 2-page advertisements, 1-page advertisements, 1/2-page advertisements, hidden advertisements, and pages without any advertising. Hidden advertisements are a part of editorial work; articles dealing with a certain topic make reference to various products. A hidden advertisement is each text that describes a product and shows its price and place where it is possible to buy.

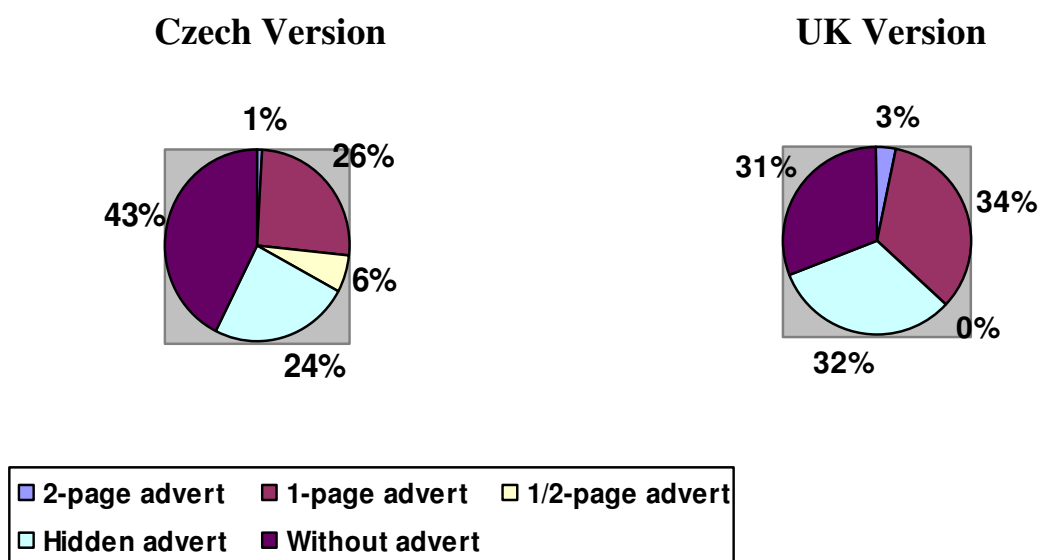


Figure 3: Share of Editor Text and Advertisement

From Figure 3 it is visible that advertisements are present in Cosmopolitan on many pages. Only 43 % of the Czech pages is without any advertisements and 31 % of the UK version. 1/2-page advertisements are presented by 6 % in the Czech Cosmopolitan while the UK does not contain them at all. 1-page adverts are quite common, the Czech version has 26 % them and the UK even 34 %. 2-page advertisements are quite rare but still the Czech magazine contains 1 % and the UK magazine contains 3 % of pages. Hidden advertisements are very common, especially in articles about fashion and beauty; they cover 24 % of pages in the Czech Cosmopolitan and 32 % of pages in the UK version.

6 LEXICAL AND STYLISTIC ANALYSIS OF CHOSEN SECTIONS

For my analysis I chose four articles from each version where always two articles were from the same section.

After reading the whole magazines I discovered that the language of the magazines is very simple, not difficult to understand and all texts (regardless of the authors) are of a very similar style and vocabulary. No individual style of the authors is visible.

The chosen articles are:

- Editor's Letter (November 2008, p. 13)
- Úvodník šéfredaktorky (November 2008, p. 6)
- Meet Marvelyn. She's Smart, Sexy – oh, and HIV Positive (October 2008, p. 41)
- Jaké je....žít s AIDS (October 2008, p. 72)
- Jennifer Aniston: What Really Matters to Me (February 2009, p. 31)
- Annie Leibovitzová, úhlavní fotografka (October 2008, p. 132)
- Boost Your Income! (November 2008, p. 256)
- Když vám práci zkříží mateřská (May 2008, p. 90)

All found phenomena are in the same form and ordered as they appear within texts.

6.1 Editor's Letter vs. Úvodník šéfredaktorky

Both articles are at the beginning of the issues, both are written by editors-in-chief. Editor's letter is a kind of introduction to the issue and it discusses the main points of the issue. The editor of the UK version (Louise Court) talks about "the battle of sexes" that all issue is focused on. The Czech editor (Sabrina Karasová) writes about her pregnancy and explains it as a change that is happening to her. The rest of the text deals with various changes and she advises to take them positively. The editor's pregnancy is supported by a photo of her with her belly while in other issues a photo of her face only is taken (similarly to the UK version editor). Both articles focus on a very different topic, even though they are from the same sections.

6.1.1 Language and Style

In both articles I found features of the publicistic style. The editors present the new issues and advertise articles inside. On the other hand, the most considerable is the essayistic style. The whole articles are essays speculating about certain topics (in case of the UK

article it is a battle of women and men – the article offers a question “who is better?”. In case of the Czech version – question of a change appears).

From the list of the lexical and stylistic phenomena I found the examples of:

Compounds – light-hearted, off-duty, stoprocentní, automobilového

Derivation – winner, vypadat, hyperintelektuální, umělkyně, přesvědčit, poženšťování, proměně, proklubáváním, vytasil, srovnat, nepovraždili, povýšili, přežítí,

Clipping - Cosmo

Metaphor – zbraně hromadného přežití

Simile – vypadat, jako parašutista s batohem sbaleným na břicho; (vypadat) jako pravidelný návštěvník pivního Oktoberfestu; usmívat se, jako měsíček na hnůj, přístup ke změně, která se (...) tváří jako průšvih

Litotes – šťastně dementní období

Personification – (proměna) upoutala pozornost, (přístup ke změně,) která se tváří jako průšvih

Periphrasis – klackovitých narcisů, steroidových kulturistů, metrosexuálů, (změnit v) starostlivé a v domácnosti použitelné bytosti (talking about men)

Irony – co se tento měsíc v redakci pro změnu nezměnilo ...

Ellipsis – ... and [a lot of our] off-duty time; plus [we've finally discovered] the essential qualities; [že budu jednou vypadat] jako pravidelný návštěvník....; že skutečně hovoří s mou čirou podstatou, nikoliv [že hovoří] s hormonální mlhou; stále tu totiž [téma o současné proměně českým mužů] visí ve vzduchu

Terms - male, female, repertoáru, hyperintelektuální, retrospektivní, gynekoložky, metamorfózu, steroidových, kulturistů, metrosexuálů, chirurg, hypotézou,

Informal Vocabulary – vyrazili (vás ze školy), vytasil se (s další hypotézou), přeju

Collocations – battle lines, fair fight, key differences, (skrže) záchvaty smíchu, na první pohled

Idioms – to by mě ve snu nenapadlo, stále (to) visí ve vzduchu

Phrasal verbs – kick off, draw up

Prepositional verbs – fond of, figure out, looked into

6.2 Meet Marvelyn. She's Smart, Sexy – oh, and HIV Positive vs. Jaké je...žít s AIDS

Both articles deal with a serious topic – AIDS. Two similar stories talk about two similar women that are HIV positive. The Czech version highlights the problem, it shows how easy it is to get ill and what problems it carries while the UK article is more positive, it highlights success of the woman in later life, how she has overcome the illness and lives quite contentedly now. These articles are the only ones which deal with a similar topic (comparing the Czech and the UK version).

6.2.1 Language and Style

The articles have a common topic – virus HIV. Both of them are narrated in the first person, a woman says her story connected with getting ill. Both articles are non-fictional but also the publicistic style appears – the aim of the texts is to inform, to persuade (to be interested in these problems) and to warn.

From time to time a dialogue or a monologue interrupts the narration. According to McLoughlin (McLoughlin, 2000) a monologue or a dialogue slows down the story and highlights characters, relationships or particular events.

The examples of the following lexical and stylistic phenomena appear in the texts:

Compounds - rundown, 19-year-old, full-blown, window-shopping, public-speaking, HIV-positive, HIV-awareness, safe-sex, pětadvacetiletá, pravděpodobnost

Derivation – condom-free, waitressing, nursery, cheeky, autopilot, ex-boyfriend, HIV-free, protective, illness, healthy, miraculously, ironically, thankfully, sexual, studentský, zamilovala, poprvé, vyzkoušela, zhroutila, pohádali, neznámým, vyhlášeným, vyšetření, nevěřicně, podstoupila, naštěstí, nenávidět, sdělila, doporučil, zhoršení, antidepresiva, potlačení

Clipping – phoned, pills, paper (newspaper), ads, limos,

Acronyms and Initialisms – HIV (UK), Aids, MTV, AIDS, HIV (CZ)

Conversion – volunteered

Metaphor – I was bombarded (by questions), being my voice, I conquered my fear, stala jsem se terčem výsměchu a šikany

Simile – HIV is now more like a chronic illness; I felt like that once; I felt like we'd known each other; acting like I was dead; připadala jsem si jako princezna z pohádky,

Personification – HIV couldn't touch me, the answer came, the local paper ran a feature on me, HIV taught me, naše láska se zhroutila, chřipka se vrátila

Hyperbole – two huge pills, inches from my bumper, opila do němoty, měsíc šíleného čekání

Periphrasis – a death sentence (HIV), walking bacteria, s tímhle ohleduplným a starostlivým mužem

Allusion – I won an Emmy

Litotes – not as you may think

Ellipsis – and [I was] fiddling with the radio; and [people called me] “walking bacteria”; and [I was] rubbing shoulders; but [he] accepted; I'm HIV positive – [it is a] big difference; nebo [když má volno] dovádí se svým jezevčíkem; ...že se jmenuje Dominik a [že] patří...; sestřičky mě utěšovaly, že se na vývoji léku pracuje a [sestřičky mě utěšovaly, že] I s AIDS se mohu dožít...; ... a samozřejmě [jsem se musela spojit] také s člověkem...;

Formal Vocabulary - prezervativ

Terms - chronic illness, pneumonia, HIV positive, cancer, cure, Aids, immune system, vomiting, diarrhoea, diagnosis, paranoid, suicide, virus (UK), pregnancy, epidemic, management (CZ), premiantky, virus (CZ), AIDS, pozitivní, chřipce, diagnostiky virových onemocnění, kategorií, vlákniny, infekci, antidepressiva

Informal Vocabulary - tomboy, his place (his home), groggy, na záchodě

Positive Vocabulary – amazing,

Negative Vocabulary - horrendous, slut, nasty, disgusting, špína (a person)

Collocations – gave me the chance, falling in love, a big deal, blood tests, glimmer of surprise, immune system, side effect, I lost control, home town, colleague students, a deep breath, local paper, face prejudice, love life, sexual relationships, get married, podnikový management, na vysoké škole, studentský život, vážný vztah, do konce života, lamačům dívčích srdcí, sex na jednu noc, virových onemocnění, lékařskou zprávu, diskotékového lovce, denní režim, zdravotního stavu

Idioms – I held my head high, po uši jsem se zamilovala

Phrasal verbs – go ahead, kick in, gave up, try on, deal with, growing up, stood up, set up

Prepositional verbs – thanks to, felt like, come along, get out of bed, care about, dropped out of, spun across, heading towards, walked away, dwell on, scared of, proud of

6.3 Jennifer Aniston: What Really Matters to Me vs. Annie

Leibovitzová, úhlavní fotografka

These articles deal with famous people. While UK Cosmopolitan mostly uses interviews (in all my samples the reader can find five), Czech Cosmopolitan prefers profiles (two profiles and one short interview in an issue). That is why I have decided to compare the UK interview and the Czech profile.

6.3.1 Language and Style

Style of both articles differs because of the different genres. The UK article is an interview, so according to Čechová (Čechová et al., 2003) I distinguished the style of interviews in this article. At least two people have to participate - one asks the other answers. The Czech article is a profile of a photographer. It is a description of her whole life.

I found the examples of the following lexical and stylistic phenomena:

Compounds – grown-ups, caretaker, jednadvacet, šestadvacetiletá, devětapadesátiletá

Derivation – respectful, friendship, cleanly, honestly, funny, painful, beautiful, instinctual, caretaker, laziness, eventually, finally, bloomer, zaživa, fotografka, odhaleným, herečka, zakrývají, autorka, umělkyně, nejintimnější, zevnějšek, učitelkou, nadsázky, profesorkou, udělat, spřátelila, zamilovala, nebezpečných, nabourala se, nezdravé, zastřelil, nezajímalo, spisovatelka, oplodnění, zvěčnila, označení, objedná, nastrojila

Clipping – papers (newspapers)

Metaphor – road to happiness, read your mind, I was a disgrace to the Moscow theatre, I have a graveyard of sitcoms, had (my) eye on a prize, prolomila další tabu, ušla dlouhou cestu

Simile – byli jsme jako nomádi; jednala s ním jako rovná s rovným; polykali drogy jako vitaminové pilulky; nechovala se jako ženská; to zní, jako by nám bylo osmdesát

Personification – (tabloids) are stealing

Hyperbole - obrovské břicho, bleskově spřátelila

Periphrasis – úhlavní fotografka, legenda zaživa, umělkyně, nejvyhledávanější tvůrkyně portrétů, dlouhovlasá divoška, ambiciózní mladé ženě, na talentované dívce, dlouhovlasá rebelka, věčná provokatérka, devětapadesátiletá ikona, tvůrkyně, o výjimečné tvůrkyni (all are about Annie), rockovým bohům (Rolling Stones),

Ellipsis – [it is] really important [to have closure when a relationship ends]; or [who wants to capture my heart can get me some good] orchids; you need to say what you need, [you

need to say] what you want and [you need to say] what's important to you; who told me [that] I was a disgrace; I didn't care if it was a hit or [if it was] not [a hit]; výsledek [je]?; zajímá mě jejich duše, ne [zajímá mě jejich] zevnějšek; než začnu učit ostatní a [začnu] dělat chytrou; cudné herečky kvůli ní ochotně odhazovaly oblečení, multimiliardáři si [kvůli ní ochotně] nazí lehali do bahna, slavní zpěváci si [kvůli ní ochotně] nechávali pomalovat kůži barvami;

Irony – jinde ho pro jistotu úplně stáhnou z prodeje; nějak zapoměla mít děti

Allusion – stala se z ní Aniina múza

Litotes – I wish him nothing but the best

Informal Vocabulary – bloomer, šňupala jsem (take drugs), vyrazila (na turné), pařila (at night), mačkat spoušť (take photos), nezvěčnila (take photos)

Collocations – capture (my) heart, get a job, have a sense of, ztrácejí zábrany, výtvarného umění, zakázku snů, platonicky zamilovala, císařským řezem

Idioms – in the end, each other

Phrasal verbs – splashed over, get through, worked out

Prepositional verbs – believe in, move into, take (good) care of, blame for, feel like, come from

6.4 Boost Your Income! vs. Když vám práci zkříží mateřská

Both texts belong to the sections connected with life and career of readers. Usually, these articles give advice how to be successful and content in both life and career fields. The UK text deals with money and advice how to earn more of it. It looks for possibilities of part-time jobs in the UK. The Czech article has a similar structure, but it deals with pregnancy and future motherhood, how to behave at work, what are the rights of pregnant women according to the Czech Law. Both articles present some labour regulations in the particular country.

6.4.1 Language and Style

The style of both articles is predominantly publicistic; both texts deal with the current topics (looking for a second job and problems at work connected with being pregnant). The aim of the texts is to inform, to warn, to persuade. Within both texts monologues appear, either specialists explain some unclear regulations or people describe their (usually negative) experience.

Compounds - moonlighting, freelance, high-street, babysitting, downside, weekends, lie-in, boyfriend, jednadvacetiletá, pětadvacetiletá, osmadvacetiletá, čtyřadvacetiletá, třicetiletá, osmadvacet, notebook, chleboďárce

Derivation – clerical, social, occasionally, stylist, legally, tax-free, income, irritable, promotional, ambitious, super-hard, properly, mateřství, zaměstnavatelé, s odchodem, zdeptaly, šéfce, personalistka, ředitelka, zafixováno, právnička, zlikvidují, nadbytečnost, dvouměsíční, fakturantka

Clipping - props manager, Cosmo, zkušebce, zlepšováku

Initialisms - UK, TV, PA, AM, DJing, DIY, www, cz

Reduplication - tiptop

Metaphor – české matky si musí jako ledoborce razit cestu místními zmrzlými zákony; zaměstnavatelé patří k ohroženému druhu; které si už koktejl z mateřství a kariéry namíchaly; mě se ale dělá špatně už jenom při představě

Personification - the credit crunch is threatening to spoil your fun, a second job will push you, překážky na vás (...) číhají, v cestě nestály děravé české zákony, aby miminko nerušily zářivky

Periphrasis – mrňavý člověk, mrňavému obyvateli svého břicha, o zárodku ve vašem břiše, (all are referring to “a baby”)

Litotes - it wasn't the best paid job,

Allusion - to take a leaf out of Jordan's book,

Irony - last thing you need; některé se s ní pro jistotu úplně přestaly bavit; jen proto, že jste si “dovolila” otěhotnět; s úsměvem mi oznámili že mi pracovní poměr (...) prodloužen nebude

Ellipsis – [are you] short on cash these days?; and [I] got weekend work; says Claire Thrift, [she is] 30, [she is] a web editor; [do you] like DIY or [do you like] designing birthday cards?; vydavatel Cosmopolitanu se ke kojení a přebalování staví úžasně vstřícně a dokonce pro mimina [vydavatel Cosmopolitanu] zřídil dětský koutek; úskoky českých šéfků a [úskoky českých] personalistů; kolegyně Barboru za zády pomlouvaly, některé [kolegyně] se s ní pro jistotu úplně přestaly bavit; potvrzuje třicetiletá personalistka [která se jmenuje] Jana; jenže on může [zkomplikovat odchod na mateřskou a následný návrat do práce]; asi deset tisíc [korun českých]

Informal Vocabulary – mrňavý (malý), zahlásíte (informujete), odeberete se (na mateřskou), vydělávání zlat'áků (peněz), džob, ukočírujete (zvládnete), koulely (zvládaly)

práci, těhotenství a mateřství, dostat padáka, s podrazačkou, (fyzicky a psychicky) se sypat, do rachoty, v papírech (ve smlouvě), perte se (bojujte), podškrábla (podepsala), těhule, ve zkušebce,

Positive Vocabulary - úžasně

Negative Vocabulary - zákeřní

Collocations – long hours, TV show, cash in hand, have children, the basic rate, love of your life, main job, mateřskou dovolenou, dětský koutek, pracovní smlouvu, ve zkušební době, přijde do jiného stavu, pracovní poměr

Idioms – at the end; držela pusu; dělat drahoty; byl to dar z nebes; vyjde vstříc

Phrasal verbs – go for

Prepositional verbs – ban from, opt for, obliged to

6.5 Comparison

Two similar articles are always on the very similar topic, and their language is similar. All texts were written in the publicistic style but with some features of another style (essayistic fictional, non-fictional etc.). These other styles cause the variety of the chosen vocabulary. The editor's letters were partly written in the essayistic style, we can recognize it from the number of rhetorical questions (Jak svůj pohled na změnu změníte?, Jak se to dá udělat?, Who's the winner?) and statements (Změny se prostě dějí. We at Cosmo are very fond of men – but we'd never want to be one.)

Articles about HIV and Aids are narratives containing some dialogues. Both of them contain some terms referring to the illness and connected problems (HIV, Aids, HIV-positive, blood tests, the immune system, virus, odběr krve, denní režim, etc.). The UK story is much more positive than the Czech version. Both articles contain features of non-fictional style (narrative, dialogues).

Articles about famous women are predominantly different in the style. One is written as an interview, the other one is a profile. Since the profile is written in the third person, it contains many periphrases referring to the photographer as well as the informal vocabulary is common. Jennifer Aniston talks about herself in the first person in the interview.

Articles dealing with the career similarly contain terms from the labour topic (freelance, props manager, job, legally, tax-free, PA, mateřskou dovolenou, zaměstnavatelé, pracovní smlouvu, zkušební doba, etc.). On the other hand, the Czech

article is much more informal, the informal vocabulary is more common (mrňavý, dostat padáka, velitel s vámi vyrazí dveře, s podrazačkou, etc.)

6.6 Origin of Texts

I did not manage to find out whether the articles were written by editors of the particular version or they were copied from other languages. Sometimes a reference to another country or a person of another nationality appears (the Czech May, 2008, the article “10 kroků k hvězdné kariéře”: Od střední školy si nechávám říkat *Cathie*.... – not the Czech name, the UK version of October, 2008, the article “Meet Marvelyn. She’s Smart, Sexy – oh, and HIV Positive”: ... that offered advice and counselling in my home town of Nashville, Tennessee. – Tennessee is a state of the United States, Marvelyn is obviously American.).

6.7 Visual Aspects

Visual aspects play as important role as text in *Cosmopolitan*. It was said before that the main role of an exclusive magazine is to inform and this happens not only via a text but photographs usually highlight the main idea of articles. No article is without pictures.

To analyze the amount of pictures in both UK and Czech versions of *Cosmopolitan* it is important to take into account different sections and their purpose. Usually we find only one picture in one article. These pictures are predominantly illustrative – they do not carry any specific information (unlike the text).

The situation is different in sections focusing on fashion and beauty. Pictures are very important here, mostly more important than (or as important as) the text. The text without the pictures would be irrelevant and just pictures carry the information. One promotion usually contains a few pictures on one page supplemented by a short description or a promotion is placed on more than one page (in this case pictures are usually of one-page size).

Advertising also contains a lot of pictures. The question of advertisement was discussed in the chapter 5 - Structure of the Magazine, Similarities and Differences; part 5.4 - Advertisement so let me focus on the pictures only. Advertisements are often of one-page size and this space is filled by a big picture supported by either a short slogan or a brand. Text hardly ever appears in advertisements.

The most common subject of pictures is a woman that satisfies the conditions of Cosmopolitan “perfectness”. Women in pictures are as old as readers (without any wrinkles), beautiful and slim, they wear a perfect make-up; they smile and are happy and completely satisfied with their lives. Especially women in advertisements present something that is an “icon” for Cosmopolitan readers and that is almost inaccessible. If a picture shows a different kind of woman, it is presented as something negative.

Pictures of men and things appear less; they are mostly pictures of cosmetic goods, clothes, men, not very often food. From pictures we can deduce that the woman is the most important thing in the magazine and all other things (men including) are here for her.

6.7.1 Pictures in the Discussed Articles

Both editor’s letters contain a picture of the editor. Both women have a very positive expression, they smile. The photos are the same in all issues (except the issue of November, 2008 (Czech) – the editor talks about her pregnancy).

The pictures in the articles about HIV express the same mood as the text itself. As I mentioned before, the UK article is rather positive, the success and the victory over the illness are highlighted by the pictures – Marvelyn is smiling in one picture, the other shows her speaking publicly about the illness, the last picture shows her taking the award. The only one picture in the Czech article shows a sad woman, a half of the picture is blurred to express the opinion of other people. The pictures of Marvelyn are real (she is in the pictures) while the Czech picture is just illustrative.

The UK interview contains a picture of Jennifer Aniston, she is smiling and expresses the satisfaction with her life. Annie Leibovitz is in the picture with her camera, smiling. The other three pictures are her works – two of them are her own photos, in the other picture there is a cover of Vanity Fair (Annie’s photo is on the cover).

The article *Boost Your Income!* contains only one illustrative picture showing a woman walking with a few dogs (one of the possibilities of a second job mentioned in the text). The article *Když vám práci zkříží mateřská* also contains an illustrative photo of a woman working in an office and having her baby there.

To conclude this, all articles contain pictures, mostly photographs. Where possible, they are not only illustrative but they highlight something mentioned in the text.

CONCLUSION

The aim of my bachelor thesis was to do a comparative analysis of the UK and the Czech version of the magazine *Cosmopolitan*. For the need of my analysis I began with the theoretical information about magazines. They are divided according different features. It was found out that the most widespread magazines are those for women. The reason is that most women read magazines and they usually remain faithful to one title. I found out that the magazine is a kind of a community for women where they can share their problems and search for solutions. The magazine is also a source of education (some articles could educate to a certain extent) and a source of trade journal (the magazine functions as an advertisement).

In the next part I tried to explore both markets and search for the most read women's magazines. On both markets native magazines are the most popular together with international exclusive magazines (e.g. *Cosmopolitan*, *Elle*, *Harper's Bazaar*, etc.).

The last theoretical part of my work focused on the using of stylistic and lexical phenomena in magazines. Since the theoretical sources were very limited I decided to make conclusions from the practical analysis.

The practical part focused on the position of *Cosmopolitan* on both markets. It was discovered that the magazine is quite successful in both countries. In the UK it belongs to the five most popular exclusive magazines and in the Czech Republic it is also read by a big number of readers but its sale has been falling since 1999 when the first research was done. A reason could be the competition on the market, new magazines are launched every year and the market is full of similar magazines.

The comparison of the structure of both versions was not surprising. Even though both versions are prepared by different people, their competences are not endless; they are limited by the character of the magazine that has to be followed. Quite many sections are the same or very similar although particular articles do not correspond at all. Only very few articles within two parallel issues were similar, but this probably happened by coincidence.

Advertisements appear similarly in both versions; from my research it is clear that the UK version of *Cosmopolitan* contains even more pages with advertisements.

The last part of the practical part is focused on the language. First of all, I tried to identify the function styles of the chosen articles. It was explained that the articles in *Cosmopolitan* were mostly written in the publicistic style, on the other hand, this style

includes many features of other styles (I recognized the fictional, the non-fictional, the essayistic style, etc.).

I also concentrated on the lexical and stylistic phenomena appearing within the articles. *Cosmopolitan* in English abounds with word formations – compounds, derivation and clipping are common, the Czech magazine contain compounds (that are mostly numbers) and derivations (the most common are derivations of feminine forms from masculine nouns). Acronyms and initialisms are also common, surprisingly many of them can be used in both languages (UK, TV, DJ, MTV, etc.). They are mostly used internationally (internationalisms). Figures of speech appear in a similar number in both languages, it usually depends on formality or informality of the text – the more informal an article is the more semantic changes appear). Phrasal verbs are typical only for English language, they help us to determine the level of formality of a text as well – the more phrasal verbs appear in a text, the more informal the text is. In *Cosmopolitan* they are quite common. From the frequent usage of the lexical and stylistic phenomena I deduce that texts in *Cosmopolitan* are rather informal and the level of informality is very similar.

Pictures were the last object of my analysis. Their usage is based on the same principle in both versions of the magazine. Each article was supported by at least one picture, where it was possible to put a picture representing a particular thing (or a person) mentioned in the article, it was used there. In other cases pictures were only illustrative – they were not needed for good understanding of the text.

In my opinion the analysis came up to my expectations. The language of *Cosmopolitan* is simple for understanding; lexical and stylistic phenomena make it amusing and attractive.

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LIST OF ABBREVIATIONS

E.g. For example.

Etc And so on.

P. Page.

Vs. Versus.

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APPENDIX P I: EDITOR'S LETTER

COSMOPOLITAN editor's letter



OK, you lot – keep it clean, we want this to be a fair fight. The battle of the sexes is about to begin.

As you know, we at Cosmo are very fond of men – but we'd never want to be one. We spend a lot of our working hours (and off-duty time as well) trying to understand what really makes them tick, enjoying the fact that they're so different from us and also figuring out it would be a pretty dull world without them.

So, in this issue, we've finally discovered some key differences, plus the essential

qualities that women and men share (and, of course, they must be qualities if we ladies have them).

We've asked captain of the men's team, Vernon Kay, and captain of the women's team, Tess Daly, to kick it off. Over the coming pages, they – along with nearly 3,000 men and women – will have looked into all aspects of male and female behaviour, from sex to shopping.

Who's the winner? You decide. But before then, I'll invite the two captains to draw up some light-hearted battle lines...

Laise

Louise Court, Editor



VERNON: WHY MEN ARE SUPERIOR

BEING A HUNTER-GATHERER

"It's my Neanderthal side coming out, but I see myself as the head of the family, the one who provides food and shelter, and who pays the bills. (Note from Ed: Where does Tess's money go, then?!) I like that role – it gives me a real sense of purpose."

BEING CHILLED OUT

"Women have lists upon lists of things to do, and you have to do them now! Us blokes know things get done eventually, so why worry?"

WE CAN WASH AND GO

"It takes me about five minutes to get ready in the morning, and then I'm good to go. I'd hate the hassle of having to do your makeup and blow-dry your hair. It takes up so much time."

NOT HAVING PERIODS

"I don't know how women deal with having so many body issues throughout their lives – periods, pregnancy and, when you've done all that, menopause! It sounds like a bloody nightmare if you ask me."

TESS: SORRY, IT'S WOMEN WHO ROCK

GIRLY GOSSIPS

"We can get lost in a conversation with a girlfriend for hours. I don't talk about Vern now that we're married, but I have a lot of single friends and, believe me, we can talk about who they're seeing until the cows come home."

GETTING DRESSED UP

"I can't tell you how much I love getting ready to go out – dancing around the bedroom while you're trying on loads of different clothes is the best. Sometimes the getting

ready part can be even better than the night out itself!"

NOT HAVING TO CARE ABOUT SPORT

"I'd hate for my every waking hour to be ruled by sport on TV. There's always something on – and guys have to know what's happening."

BEING LOOKED AFTER

"I see myself as being a strong, successful woman – but I still feel safe knowing Vern's there to put an arm around me when I need it."



APPENDIX P II: ÚVODNÍK ŠÉFREDAKTORKY

COSMOPOLITAN

úvodník
šéfredaktorky



Že budu jednou vypadat jako parašutista s batohem sbaleným na břše, jako pravidelný návštěvník pivního Oktoberfestu, to by mě ve snu nenapadlo. A že se u toho budu ještě spokojeně usmívat jako měsíček na hnoji, tak tuhle představu bych do repertoáru snění už vůbec nezařadila. A přesto mě teď má hyperintelektuální kamarádka Terezie po chvíli telefonování na téma retrospektivní výstavy významné české umělkyně shovívavě přerušuje slovy: „Ty teď máš takové šťastné demontážní období, vid?“ zatímco já se jí dlouze a marně skrze záchvaty smíchu snažím přesvědčit, že skutečně hovořím s mou čistou podstatou, nikoliv s hormonální mlhou.

Změny se prostě dějí. Změnit se může i vaše víra v kdysi sto procentní výrok gynekoložky, že vy děti nikdy mít nemůžete. Změně podléhá i vaše přesvědčení o neměnnosti věcí. Změnit se může dokonce i váš přístup ke změně, která se na první pohled tváří jako průšvih (vyrazili vás ze školy, přítel odešel a hodil klíče do schránky), ale na ten druhý vlastně jako báječná příležitost. Jak svůj pohled na změnu změníte? Na straně 66 čtete na tohle téma docela výstižný článek.

Co se tenhle měsíc v redakci pro změnu nezměnilo, je poloha tématu o současně proměně českých mužů – stále tu totiž visí ve vzduchu. Upoutala pozornost i mého šéfa, mj. majitele dvou ostrých psů a automobilového závodníka, který při hovoru o poženštinění Čechů nenápadně ukrýval za monitor svého počítače parfémovanou svíčku. Metamorfózu klackovitých narcisů, steroidových kulturistů a metrosexuálů v starostlivé a v domácnosti použitelné bytosti tentokrát zpracoval v Názoru muž na straně 86 Dalibor Demel. Zatímco on si revoluční obrat siláckých gest v člověčí činy vysvětluje proklubáváním vnitřní ženy v muži, chirurg a porodník Michael Odent se vyťasil s další hypotézou. Podle něho už lidstvo nemůže sázet na dosavadní strategii přežití. Podmaňování si přírody a skupin druhých lidí už se totiž nedá použít, není co si podmaňovat a kam se stěhovat. Místo toho je třeba se co nejlépe zařadit v prostoru, který máme společně k dispozici. A protože je omezen hranicemi a možnostmi, musíme se v něm srovnat, abychom se nepovraždili. Jak se to dá udělat? Podle Odenta je klíčovým slovem láska. Lidský druh se prostě proměňuje láskou ke snášenlivosti a původně zcela zbytečnou a romantickou lásku dnes vědci seriózně povýšili na název nové zbraně hromadného přežití.

Přeju vám nádherný a láskyplný listopad!

Vaše

Sabrina

Sabrina Karasová, šéfredaktorka
Píšte mi na: skarasova@stratosfera.cz

Fotily jste se s COSMEM!



▶ **Andrea:** „Na této fotce sedím s Cosmem na schodech – elektrárny v Černobylu!“



▲ **Radka Krejčíková:** „Cosmopolitan se se mnou podíval do Tuniska.“



◀ **Sílvia Mihajele:** „Zdravím ze Sydney, kde bydlím už pět let.“



▶ **Simona Supová:** „Cosmo mi ošláš společnost po mě práci v pendolinu!“

Jako dárek čtenářkám posíláme vám Esprit Celebration for Her za 600 Kč.

APPENDIX P III: MEET MARVELYN. SHE'S SMART, SEXY – OH, AND HIV POSITIVE (1/2)

COSMO INSPIRATION

Marvelyn Brown, 24, reveals how HIV has changed her life – but not as you may think...

“You may have recently read that HIV is now more like a chronic illness than a death sentence, thanks to advances in medicine. This might not mean much to you, it having no relevance to your life. I felt like that once – sure that HIV couldn't touch me. How wrong I was.

“Growing up, I was a shy tomboy, scared of rejection. Still, I wanted to do something special with my life, and in May 2003, I met the man who gave me the chance to do just that – even if it wasn't how I'd imagined.

“Paul” came along when I was 18. I was juggling college with a waitressing job and helping my aunt run her nursery. I was in the park when I spotted him and his cheeky grin. A friend raced over and told him I liked him. “You have beautiful eyes,” he smiled when we got talking.

“Paul was 24 and, like me, into athletics. He invited me to his place that afternoon and I soon discovered we could talk about anything. It felt like we'd known each other for years, and we started dating straight away.

“One night, when we'd been seeing each other for two months, we were about to have sex when we realised we were out of condoms. ‘I won't pressure you to go ahead without one,’ he said. But I was falling in love and could see myself having babies with Paul. It didn't seem a big deal to risk condom-free sex once or twice.

“I was so busy seeing Paul, working and going to college, I wasn't worried when I felt rundown a few days later. But soon I was struggling to just get out of bed, and couldn't be bothered with my appearance – something I'd always cared about. Then, one day, I fainted. In hospital I was told I had pneumonia, but no one knew how it could have hit a healthy 19-year-old so fast and so hard. For two groggy weeks I lay in hospital, having test after test.

“When the answer came, it was the one I least expected. ‘You're HIV positive,’ my doctor told me. I didn't cry. I didn't even wonder if I was going to die. Instead, I



Marvelyn campaigns to spread the message of safe sex

**Meet Marvelyn.
She's smart, sexy
- oh, and HIV positive**

asked calmly, ‘What do I do now?’ Partly, it was my survival instinct kicking in. But mostly, I barely knew what HIV was. Until that moment, it hadn't been relevant to me.

“On autopilot, I called my family, and that's when reality started to dawn. When I phoned my mum, she seemed so worried and protective. ‘If people ask what's wrong, tell them you've got cancer,’ she said. I was

stunned. As I read the leaflets, the message sank in. There was no cure for HIV, and there was a chance it could develop into Aids – which meant I could die.

“My specialist said they could tell from my blood tests I had only had the illness for three weeks, which meant I'd got it from Paul. When I called, he didn't show a glimmer of surprise. ‘I'm sorry, I've got to go,’ he said. Then he hung up, leaving me devastated. Had he known he was HIV positive? And if he didn't want to know me, how would I ever find someone to love me, marry me, give me children? My life was over.

“The doctors said that I was lucky to have discovered it so early and I could stay healthy for years, but none of that mattered: I was >

‘THE DOCTORS SAID I WAS LUCKY AND COULD STAY HEALTHY FOR YEARS’

APPENDIX P III: MEET MARVELYN. SHE'S SMART, SEXY – OH, AND HIV POSITIVE (2/2)

COSMO INSPIRATION

sure I was going to die. I had to take two huge pills a day, which made sure my T-cells – the ones that support the immune system – didn't drop to a level that would trigger full-blown Aids. The side effects were horrendous, causing instant vomiting and diarrhoea – hard to hide at college.

"As I'd had to tell my ex-boyfriends about my diagnosis, word got out. One time, a girl in class hissed, 'Serves you right, slut.' I lost a lot of friends, and even those who stood by me were as ignorant about the illness as I'd been. The bullying got so bad I dropped out of college and gave up work. I spent my days wondering how long I had left to live, window-shopping and never bothering to try on clothes, paranoid it would make other customers uncomfortable. I also asked myself if I'd always feel this humiliated and rejected, simply because I'd been in love.

"But one morning in November 2004, everything changed. I was stupidly driving and talking on the phone, and fiddling with the radio, when I lost control and spun across three lanes. Shuddering to a stop, I saw a tractor heading towards me. Certain I was going to die, I closed my eyes – only for the tractor to screech to a halt inches from my bumper. Miraculously, I got out of my car unscathed. Until that moment, I'd been feeling so sorry for myself and felt so low, I'd even contemplated suicide. Now, I realised that life was unpredictable – today could be anyone's last. I'd wasted so much time acting like I was dead already, and maybe it was time to start living. So what if HIV was incurable? I had to deal with it.

"A few days later, I found two local organisations supporting people with HIV and Aids that offered advice and counselling in my home town of Nashville, Tennessee. It was great to meet people who understood how I felt, and I volunteered to help teach others about the virus. Growing up, we'd been told about pregnancy but not about HIV; now I had the chance to act as an example. Asked by Street Works to give a talk to college students, I quashed my fears of rejection – this was too important to stay silent. I didn't know what to say, so I just stood up, took a deep breath and said, 'My name is Marvelyn Brown. I am 19 years old. I have HIV. Are there any questions?'

"I was bombarded – 'How did you get it?/What's HIV?/Do you still have sex?' – and it felt fantastic. At last, I'd found my purpose. After the local paper ran a feature on me, I got a job at HIV charity Nashville

CARES, organising public-speaking events. It meant even more people knew about my illness, and I received nasty posts on my MySpace page. People called me 'disgusting,' and 'walking bacteria'. But I reminded myself that their ignorance was harming them, not me, and held my head high.

"Another stumbling block was men. Despite his reaction to my diagnosis, I'd seen Paul a few times since, hoping we could battle HIV together. He'd suspected he'd given it to me, and a test proved him right. But my anger towards him was too strong for us to last. With new relationships, I vowed to tell men about my HIV right away. Some walked away, which hurt, and, at first, I lowered my standards to get a man. One had the nerve to say, 'You should be happy somebody wants to talk to you.' Ironically, when I met an HIV-positive guy, he was only interested in HIV-free women.

"Thankfully, I was too busy to dwell on my love life, as my role as an HIV-awareness ambassador was snowballing. Soon, the girl who'd been an outcast in college was appearing on *Oprah*, *The Tyra Banks Show* and *America's Next Top Model*. I filmed a series of health ads for MTV with film director Joel Schumacher, for which I won an Emmy. I was also named one of the 'Top 25 Heroes' of the Aids epidemic. I was staying in top hotels, being driven around in limos and rubbing shoulders with the stars.

"But despite the glamour, I reminded myself not to get too comfortable with it. I still had to take my pills and face prejudice.

'I'M PROUD OF THE WORK I'VE DONE AND, AT LAST, I'M PROUD OF ME TOO'

The important thing was getting the message across, not being recognised. That's why I set up a company, Marvelous Connections, which provides people with a better understanding of HIV and Aids by spreading a safe-sex message. And that message is simple – if you don't use condoms, you're giving someone else the power to determine your future.

"Dispelling the ignorance surrounding the illness is important to me. One woman wrote to say she'd been living with HIV in silence, scared of people's reactions. "Thank you for



Marvelyn now speaks out about her illness



She went from social outcast to award winner

being my voice,' she said, which made every nasty comment I'd endured worth it.

"I no longer wonder if I'll get married and have kids – I know I will. The chances of me having an HIV-positive baby are less than 2%, thanks to today's amazing medicine. I'm single at the moment, but that's my choice, and I've had a sexual relationship with a man since my diagnosis – he didn't have HIV but accepted my condition. I'm also in great health, and I never think about death. I can't control when I die, so why should I worry about it?"

"I'm proud of the work I've done and, at last, I'm proud of me too. My biggest achievement isn't about the awards I've won – it's about learning to love myself. After being afraid of rejection, I've conquered my fear. HIV taught me how to do that and I have no regrets. When someone wrote on my MySpace page, 'HIV isn't sexy, it's disgusting,' my answer was: 'HIV isn't sexy, *Marvelyn Brown* is sexy. I'm not HIV and HIV is not me. I'm HIV positive – big difference.'"

• **Marvelyn's book, *The Naked Truth: Young, Beautiful And (HIV) Positive*, is available from www.amazon.co.uk. For information on HIV and sexual health, contact the Terrence Higgins Trust on 0845 122 1200 or visit www.tht.org.uk**

APPENDIX P IV: JAKÉ JE...ŽÍT S AIDS (1/2)

Ev byste se mohla bát – kdyby se rozhodla vás ohrozit. Ona se ale radši soustředí na život, který jí zbývá. Svůj příběh svěříla **Ivanně Benešové**.

Jaké je... ...žít s AIDS

„Tvářil se jako prince z pohádky, jenže to skoro šlo horečkou.“

Eva je pětadvacetiletá vysoká štíhlá blondýnka, pochází z Prahy a studuje podnikový management na vysoké škole v Londýně. Patří mezi premiánky ročníku. Když má volno, sportuje nebo dovídá se svým jezevčíkem Tomem. Téměř idylický studentský život, kdyby jí v krvi nekoloval virus nemoci AIDS. Už sedm let je HIV pozitivní. „Moje dětství nebylo nijak výjimečné. Bavilo mě chodit do školy, a protože jsem se učila ráda, podala jsem si v deváté třídě přihlášku na gymnázium zaměřené na jazyky. Ve druhém ročníku jsem se po uši zamilovala do spolužáka Aleše, staršího o dva roky. Pocházel z bohatší rodiny než já. K osmnáctinám dostal nové auto a klidně si mohl dovolit zvát mě na večere do restaurací, do kina nebo na koncerty. Po jeho boku jsem si připadala jako princezna z pohádky. Byl

to navíc můj první vážný vztah, a tak jsem s Alešem asi po měsíci poprvé vyzkoušela sex. On už panic nebyl. Věřila jsem, že s tímhle ohleduplným a starostlivým mužem vydržím do konce života, po pěti měsících se ale naše láska zhroutila.“

„Od té noci jsem už nikdy neměla sex.“

„Několikrát jsme se pohádali, bylo to ale jen kvůli drobnostem, a proto mě překvapilo, když se Aleš rozhodl vztah ukončit! Jeho důvody jsem nechápala. Najednou mi prostě nezvedal telefon a ve škole předstíral, že mě vůbec nevidí. Hodně jsem se trápila, brečela a psala smutné básně. Pár měsíců jsem zůstala sama. Pak jsem se na jedné diskotéce, kam jsem občas zašla s kamarádkou zapomenout na svůj žal, opila do němoty a udělala hroznou věc – skočila jsem na záchodě s neznámým mladým mužem. Až později jsem se dozvěděla, že se jmenuje Dominik

a patří k vyhlášeným lamačům divčích srdcí. To, co se té noci za dvěma záchodové kabínky mezi námi odehrálo, se běžně označuje za sex na jednu noc. Druhý den jsem si na události z toalety pamatovala jen velmi matně a doufala jsem, že brzo zapomenu úplně. To se bohužel nepovedlo a asi nikdy nepovede. Od toho večera jsem se už s nikým nemilovala. Přibližně za půl roku jsem onemocněla, první příznaky se podobaly běžné chřipce a samy zhruba po třech týdnech pomíjely. Jenže později se „chřipka“ vrátila ještě několikrát za sebou. Když jsem mířila během půl roku do ordinace už počtvrté, lékařka rozhodla, že budu potřebovat podrobnější vyšetření. Odebrali mi krev a provedli takzvanou nepřímou metodu diagnostiky virových onemocnění, která má odhalit choroby virového původu. Mimo jiné dokáže také předběžně odhalit HIV pozitivního člověka. Když mi oznámili výsledky testu, zůstala jsem chvíli nevěřícně

APPENDIX P IV: JAKÉ JE...ŽÍT S AIDS (2/2)

měly sedět a pak jsem se rozbrečela. Můj test byl pozitivní! Sestřičky mě utěšovaly, že se na vývoji léku pracuje a že i s AIDS se možná dožít vysokého věku. Já je ale neposlouchala. Okamžitě jsem podstoupila druhý odběr krve a podrobnější testy, které měly především výsledky potvrdit a případně odhalit, v jakém stadiu nákazy jsem."

„Museli se splést!“

„Vyhodnocení testu trvá dlouho. Pro mě to znamenalo měsíc lileňského čekání, kdy jsem se v noci budila hrůzou a po

„Muž, od něhož jsem se nakazila, na mě křičel, že jsem špína.“

škole jen seděla doma a brečela. Držela jsem se malé naděje, že by se první zkouška mohla mýlit, byl se tato pravděpodobnost pohybuje řádově jen v setinách procenta. O to hůře jsem potom nesla potvrzení, že jsem opravdu nemocná a v krvi mi koluje virus nemoci AIDS. Během čekání na výsledky jsem si v hlavě chystala a stále přetřikávala větu, kterou tuhle zprávu oznámím rodičům. Nakonec jsem jim to stejně pověděla úplně jasně. Nejdřív mi nevěřili, pak doufali, že jde o omyl. Když jsem před mě položila lékařskou zprávu, dali se do pláče."

„Zabiju se sama!“

„V první fázi onemocnění léčba do života moc nezasaňuje. Několika nepřijímaným povinnostem jsem se ale nevyhnula. Musela jsem se spojit s osobami, které jsem mohla nakazit, a samozřejmě také s člověkem, který nejspíš nakazil mě. Otestovat se nechali dokonce i moji rodiče, prý pro všechny případy. Naštěstí se ukázalo, že jsem je neochromila. K mému velkému překvapení však zůstal HIV negativní i Dominik. Věřila jsem skoro na sto procent, že jsem onemocněla kvůli

němu, napovídala tomu přece jeho pověst dakotěkového lovce. Ukázal mi své lékařské výsledky a také hned vysvětlil, že se s většinou dívek miluje s kondomem. Stejně to prý dělal i se mnoha, jeatom jí si to tehdy opilá nepamatovala. V tu chvíli jsem pochopil, že člověkem, který mi zničil život, byl Aleš. Začala jsem ho nenávidět ještě víc než bezprostředně po našem rozchodu. Pravdu jsem mu vyjevila rychle, aby nestihl nakazit i jiné dívky. Zpráva, kterou jsem mu sdělila, přijal s klískem a začal mi nadávat, že jsem špína! Od něho se o mém onemocnění brzo dozvěděli ostatní spolužáci a já se stala terčem výsměchu a šikany. Kvůli nim jsem se za sebe začala stydět, až mě napadlo, jestli se nemám zabít. Časem jsem si zvykla nejen na ošklivé poznámky, ale i na přímější denní režim. A hlavně jsem dospěla k rozhodnutí, že budu o svůj život bojovat."

„Pro radost mám psa.“

„Zatím je má nemoc teprve v prvním stadiu, v tzv. kategorii A, což znamená, že se nemusím výrazně omezovat ani brát léky proti AIDS. Co ale musím, je chodit bez spát, cvičit a zdravě a dostatečně jíst. Proto jsem také přestala chodit do školní jídelny a maminka mi začala vařit domácí jídla, která obsahují hodně vlákniny. Ráno snídám zapékané mlíko s ovesnými vločkami nebo ovesnou kaši a ovoce. Úplně zapomenout jsem musela na alkohol. Mé tělo se nemá oslabovat, protože i sebermenš nachlazení může postup nákazy HIV urychlit. Lékař rodičům například doporučil, aby z bytu odzaranili koberec a záclony nahradili šatlemi, čímž sníží riziko, že dostanu infekci plic. Domařvala jsem se, že HIV pozitivní lidé musí polykat spoustu prášků a neprovozovat nechráněný sex, ale o úpravách bytu jsem slyšela poprvé. Pilulky, na které docházím až v posledním stadiu, mě podle odhadu lékařů čekají až za deset patnáct let. Pokud bych s někým chtěla spát – dokonce i s člověkem, který sám touto nemocí trpí –, musím používat prezervativ. V těle každého nemocného totiž proclívá virus svým vlastním

vývojem a při styku s virem jiného stadia by okamžitě došlo ke zhoršení zdravotního stavu. Já si ale vůbec neumím představit, že bych měla navázat nový vztah. O žádný se ani nesnažím. Po gymnáziu jsem odjela studovat vysokou školu do Velké Británie a se svou nemocí jsem se žádnému ze známých nebo kamarádů nesvěřila. Nápadníkům tvrdím, že mám v Čechách přítele, kterého nechci podivnit. Samozřejmě na mě doléhá vědomí, že nebudu mít nikdy děti a nedožiju se stříh. Jedinou mou budoucností je škola, která mě baví. Raduju se z maličkostí, třeba že ráno vyjde slunce a je hezké počasí. Nemoc mě to naučila. Jako HIV pozitivní bych se měla vyhýbat stresovým situacím a depresím. Ze začátku jsem brala lehká antidepresiva, abych si své postižení tolik nebrala a dokázala se s ním rychleji smířit, teď už jsem klidnější a žádné léky na uklidnění nebo na potlačení deprese neuvítám. Rodiče mi pořídili šněně, abych měla víc radosti, a to se jim opravdu podařilo."

Musíte vědět o AIDS

- ♦ Virus HIV napadá bílé krvinky, a snižuje tak obranyschopnost těla. Nemocný AIDS může proto zemřít i na obyčejnou chřipku nebo kašel.
- ♦ Nakazit virem HIV se můžete krví, tělními tekutinami, například spermatem či slzami. K nákaze dochází také přenosem viru z matky na plod.
- ♦ Pokud máte sebermenší podozření, že byste mohli být HIV pozitivní, nechte se co nejdříve testovat. Včasné zahájení léčby dokáže prodloužit život, nákaza se však z testů pozná nejdříve tři měsíce po přenosu viru! Anonymní testy, které jí odhalí, stojí okolo tří set korun, případně se provádějí zdarma. Seznam míst, kde vás vyšetří, naleznete na www.aids-hiv.cz nebo zavolejte na bezplatnou poradenskou linku pomoci AIDS 800 144 444 (pondělí až pátek od 13 do 18 hodin). ©

APPENDIX P V: JENNIFER ANISTON: WHAT REALLY MATTERS TO ME TO ME

JENNIFER ANISTON: WHAT REALLY MATTERS TO ME

Jennifer Aniston, 39, reveals why her tough times have made her stronger

Your love life has been splashed all over the papers for years – has what happened with Brad made you cynical about love?

"No! Believe me, I'm still a romantic; I still believe in love. Our split was, in the end, amicable and respectful. We're both grown-ups and I wish him nothing but the best in his life."

How important is it for you to have closure when a relationship ends?

"Really important. You need closure when any relationship ends, from a romantic relationship to a friendship. You should always have a sense of clarity about it – you need to know why it began and why it ended. Otherwise you can't move cleanly into your next phase."

What life lessons have you learnt from the last 10 years?

"Honestly? I've learnt that you can get through things that hurt. I've learnt that life can be funny, painful, dramatic and beautiful, and we have to embrace it. The pain is real but people are resilient and we can find our own road to happiness. Also, it's important to take good care of yourself – body, mind and soul."

What kind of things swing it for you as a girlfriend?

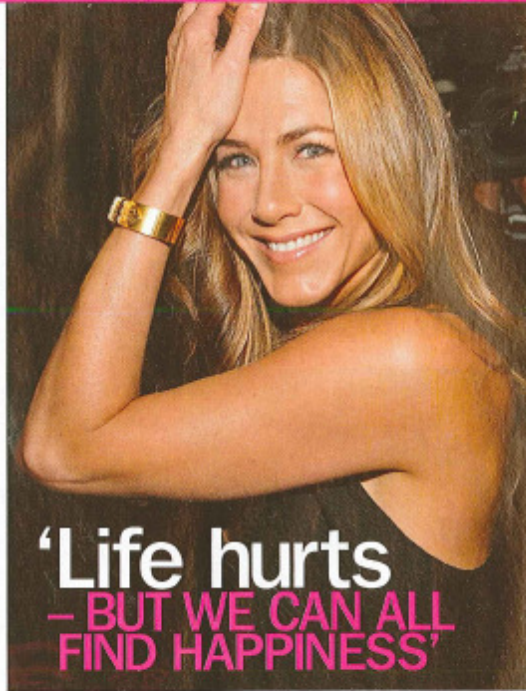
"Well, I don't like chocolates, but I do love flowers. [Laughs] Anyone who wants to capture my heart can get me some good peonies or orchids. See, I like to hit both price points too!"

Do you think women do all the work in relationships?

"Oh, yeah. It's just instinctual as a woman to be the caretaker of your home, isn't it? Women complain that men don't do enough but it's our own fault! We train our men to do nothing. You can't blame someone for not knowing what his or her job should be if you don't ask for it straight off the bat!"

What do you think is the secret of a great relationship?

"People always talk about compromise, but that sounds so... compromising. I think a good relationship is all about collaboration. You just need to talk to each other. You need to say what you need, what you want and what's important to you. That way it's



not at all threatening. You can't expect your mate to read your mind!"

Why do you think the romance goes out of a relationship?

"I think it's laziness. I really do."

Do you want to have kids? The tabloids say you're pregnant every week!

"I know – they're stealing my thunder for when I eventually smile! [Laughs] I've said it many times – I am going to have children. I just know it. I feel like it's in my future."

For now, though, your career is going strong, with two huge films coming out.

Where does your drive come from?

"I had a Russian acting coach when I was at the New York High School of Performing Arts who told me I was a disgrace to the Moscow theatre. Ever since then I've wanted to prove him wrong. I've never really had my eye on a prize, though – I've just wanted to enjoy the passage of time."

You must have thought you'd struck gold with Friends...

"I have a graveyard of sitcoms I did before Friends that, thank God, not many people know about. I was so happy to get a job every year I didn't care if it was a hit or not!"

Did you have a "Plan B"?

"Sure – I always thought it would be fun to own a restaurant. My family is Greek and many of them own restaurants and coffee shops. I make a mean baklava with my grandmother's recipe so, yeah, I thought that could have worked out for me!"

Finally, how are you feeling about turning 40 this month?

"I don't feel 40. I feel 30 plus 10. Maybe you could say that I'm a late bloomer and the best is yet to come."

• Catch Jen in *He's Just Not That Into You*, in cinemas on 6 February, and *Marley And Me*, which is out on 13 March.

APPENDIX P VI: ANNIE LEIBOVITZOVÁ, ÚHLAVNÍ FOTOGRAFKA (1/2)

ŽENY MĚNÍ SVĚT

Být legendou zaživa se poštěstí málokomu. A šokovat svět dál, i když tou legendou už jste, umí jen tahle Annie. Aspoň to tvrdí **Michaela Klevisová**.

Atelžér v New Yorku, léto 1991. Herečka Demi Mooreová mhouří oči před ostrými reflektory, zanedlouho má rodit a pózování už jí přestává bavit. „Asi bychom měly udělat ještě pár akcí,“ trvá na svém fotografka. A Demi opravdu za chvíli stojí před objektivem s odhaleným břichem! Výsledek? Šokující obálka amerického časopisu Vanity Fair, na které si úplně nahá herečka jednou rukou schovává řádka



ANNIE LEIBOVITZOVÁ, úhlavní fotografka!

a druhou si podpírá obrovské břicho. Pruderní američtí rodiče zakrývají u stánků s tiskem svým dětem oči, v některých amerických sátech se časopis musí prodávat s černým pruhem přes Demiino břicho a jinde ho pro jistotu úplně stahou z prodeje. Autorka snímku mohla jít: prolomila další tabu. Dnes dosáhla stejné slávy jako hvězdy, které jí stojí modelem. Panovačné herečky se v jejím ateliéru mění v krotké ovečky. Snaží, aby umělkyně zvedla telefon, a z druhého konce zeměkoule za ní okamžitě přiletí Brad Pitt nebo George Clooney. Američanka Annie Leibovitzová umí to, o čem jiní fotografové jenom sní – před jejím objektivem ztrácejí slavní zabitany a odhalují i své nejnámennější tajemství. „Fotím lidi takové, jací jsou. Zajímá mě

jejich duše, ne zevnějšek,“ tvrdí. Dráhu nejvyhledávanější tvůrkyně portrétů přitom začala jako obyčejná studentka, která se chtěla stát učitelkou.

„Šňupala jsem s Jaggerem.“

„Proč dělám tak dobré snímky? Nebojím se zamilovat do člověka, kterého fotím.“ Než začala být dlouhovlasá divoška na svoji práci takhle pyšná, ušla dlouhou cestu. Anna-Lou Leibovitzová se narodila v roce 1949 v americkém Connecticutu leteckému důstojníkovi a tanečnickovi. Otec hodně cestoval a manželka i šest dětí beal všude s sebou. „Byli jsme jako nomádi – pořád na cestě. Na motely jsme neměli, a tak se dá s trochou nadsázky říct, že mě rodiče vychováli v autě.“ Už tehdy Annie pochopila, že chaos je zábavný,

a rozhodla se, že ona nesmí skončit u nudné práce v kanceláři. V osmnácti se pustila do studia výtvarného umění. „Chtěla jsem být profesorkou. Pak mi došlo, že než začnu ostatní učit a dělat chytrou, měla bych sama něco vytvořit.“ Protože milovala hudbu a chodila na večerní kurzy fotografování, popadla jednoho dne ukázkou svých fotek a nepochodovala do redakce hudebního časopisu Rolling Stone. A hned dostala zakázku snít – udělat portrét Johna Lenona! I když jí bylo teprve jedenadvacet a neměla žádné zkušenosti, při focení se ani trochu nestyděla. Místo aby zpěvákovi podkařovala, jednala s ním jako rovní s rovným. Nejspíš i proto se s ním bleskově spřátelila. „John byl jeden z prvních lidí, do kterých jsem se

APPENDIX P VI: ANNIE LEIBOVITZOVÁ, ÚHLAVNÍFOTOGRAFKA

(2/2)

platonicky zamilovala," přiznala. „Když jsem ho fotila, oba jsme byli úplně uvolnění. Od té doby se snažím takovou náladu navodit při každé práci.“ A funguje to. Annie se od začátku daří stylizovat celebrity do vyzývavých až nebezpečných póz, ke kterým by je nikdo jiný nepřinutil. Zpěvačku Patti Smithovou například postavila tak blízko divoce šlehaajícímu ohni, div že hvězda neskončila v plamenech. K opravdové slávě ovšem ambiciózní mladé ženě pomohla až zkušenosť, která jí málem zabila. Šestadvacitiletá Annie dostala nabídku, aby vyrazila s kapelou Rolling Stones na turné jako jejich oficiální fotografka. Každý, komu na talentované dívce jenom trochu záleželo, ji varoval, aby raději seděla doma. Členové Rolling Stones tehdy polykali drogy jako vitamínové pilulky, a tak bylo ročník jasně, že jestli se s nimi Annie spřáhně, dopadne stejně. Ona přesto odjela a nabourala se rockovým bohemům do soukromí jako židný fotograf před ní. „Nechovala se jako ženská, ale spíš jako další člen kapely. Vzáli jsme ji mezi sebe," vybavuje si zpěvák Mick Jagger. „Pařila s námi, ale ani na chvíli nepřestala mačkat spoušť," chválí ji také kytarista Keith Richards. Annie si přivezla domů šokující reportážní fotky z divokých flámů v hotelových pokojích – a zvěšlost na kolikinu. „Pár let jsem měla problém – všichni jsme brali a na nějaký čas mě zvěšlost úplně pohltila. Pak jsem šla na léčení a bylo to pryč," shrnuje ukončení nezdavé životní éry.

„Nejsme družky, ale milenky!“

Možná tu fotku znáte: Yoko Ono, celá v černém, leží na zemi a z boku se k ní chouli nahý John Lennon. Když Annie Leibovitzová mačkala spoušť, netušila, že je poslední, kdo zpěvačku portrétuje. O pět hodin později Lennona zastřelil jeho vrah. Snímek vyšel na obálce časopisu Rolling Stone, a přestože Annie o takový druh slávy nestála a pro svého kamaráda hodně truchlila, tragédie z ní ze dne na den udělala jednu z nejžádanějších fotografek. Zpěváci a herci začali žádat, aby je fotila. Koho nevěčnila,

ten pětkrát není doopravdy slavný! Umělkyně přestěhovala do redakce Vanity Fair a kulné herečky kvůli ní ochotně odhazovaly oblečení, multimiliardáři si nazí lehali do bahna, slavní zpěváci si nechávali pomalovat kůži barvami. „Nic jiného než práce mě nezajímalo," svědčila se dlouhovlasá rebelka. Pak jí ovšem do života vstoupila žena, která všechno změnila: spisovatelka Susan Sontagová. Na dalších patnáct let se z ní stala Annieina míza, přítelkyně, nejvěšší kritička i nejnadšenější fanynka. Vyrazily spolu do válečného Sarajeva, kde Annie stvořila drsné reportážní snímky a vylepšila si jimi reputaci u kritiků. Najednou jí ale bylo pedesát a ona si uvědomila, že „nějak zapoměla mít děti". Šla na umělé oplodnění a čísařským řezem porodila dceru Sarah. Když Susan v roce 2004 umřela na rakovinu, Annie zoufalství zvládala po svém: do poslední chvíle přítelkyni fotografovala, a zvěčnila ji dokonce i mrtvou. Pak snímky zveřejnila v knize, čímž si deset lidí znepráčetila. „Susan by to určitě nevdala. Ráda šokovala," hečnila se věčná provokátorka. Kdykoli ale někdo o ní a spisovatelce mluvil jako o družkách, Annie prskala: „To zná, jako by nám bylo osmdesát a chodily jsme spolu krmit holuby. Nevěc se mi líbí označení milenky, protože jsem Susan opravdu milovala.“

„Kašlu na rozpočet, chci zebry.“

Po Susanině smrti Annie našla náhradní matku, která jí porodila ještě další dvě děti. „Až s potomky je svět doopravdy kulatý, předtím byl plochý," míní. Dnes devětapadesátiletá ikona vymýšlí čím dál nákladnější a velkolepší projekty a focení v její režii působí tak trochu jako cirkusové představení. Jako pozadí pro snímek si Annie klidně objedná stádo zebí, vojenskou kapelu, obří model Eiffelovy věže, desetitisíce čerstvých řezaných růží... Šéfredaktorka amerického Vogue Anna Wintourová si stěžuje, že „Annie úplně kašle na rozpočet". Rychle ale dočlová, že „Leibovitzová za to stojí". Skandály vyrábí tvůrkyně i dál. Loni naštvála britskou královnu, když jí sdělila, že se panovnice na focení „moc



Yoko Ono a John Lennon. Pět hodin po focení byl mrtvý.



Má spousta hvězdných přátel – třeba Brad Pitt.

nastrojila". Letos v létě zase snímala pro Vanity Fair patnáctiletou hvězdičku Miley Cyrusovou skoro nahou, jen se saténovým přehozem přes prsa, a Američané jí hned obvinili z dětské pornografie. „Nevím, co jim vadí," podivuje se hvězda, která s dcerami žije na farmě poblíž New Yorku. „Fotím tak, jak chci. Jiná nebudu." Od září běží v českých kinech dokument Život objektivem, ve kterém se o výjimečné tvůrkyni můžete dozvědět ještě víc. Natočila ho její vlastní sestra! ☺

TYHLE HVĚZDY SVLĚKLA A FOTILA:

* **Demi Moorovou** vylétla nahou dvakrát: poprvé těhotnou, podruhé s kůží pomalovanou barvami.

* **Whoopi Goldbergovou** ponořila do vany plné mléka, aby vynikla její tmavá kůže.

* **Stinga** přinutila ležet v poušti s tělem pomazaným bahnem.

* **Lance Armstrong** ji půzoval nahý na svém závodním kole.

* **Scarlett Johanssonová** a **Keira Knightleyová** si stihly smyslný dvojportrét.



APPENDIX P VII: BOOST YOUR INCOME!

COSMO LOVES MONEY

COSMO

living

BOOST

your income!

Short on cash these days? A second job might just be the answer

If the credit crunch is threatening to spoil your fun, it's time to take a leaf out of Jordan's book and find a second (or, in her case, fifth) job. Here's how to make moonlighting work for you...

Do I have to tell my boss?
 "You should," says Corinne Dauncey, careers expert at www.fiptopjobs.com. "But as long as you're not exceeding 48 hours a week with both jobs combined (UK regulations), they can't stop you. Read the small print in your contract first, though – many companies ban staff from working for competitors, or from working freelance at home. The last thing you need is to be sacked for breach of contract!"

What job should I go for?
 Variety is the spice of life. If you spend all day at a desk, combine it with shifts in your favourite high-street shop or restaurant. "Using a mix of clerical and social skills will leave you happy and balanced instead of exhausted," says Corinne. "If you already work long hours, opt for freelancing occasionally instead of taking a second job."
 "I was working as a props manager on a TV show last year and, although I worked

long hours, it wasn't the best paid job," says Joanna Thornhill, 28, from London. "So I advertised myself as a freelance stylist and got weekend work dressing show homes."

Will I have to pay tax?
 You can accept cash in hand for informal jobs like babysitting, but you're legally obliged to declare it at the end of the financial year. "If you're single and don't have children, you can earn a total of £5,435 per year tax-free (this includes earnings from both jobs)," Corinne says. "Anything more is taxed at the basic rate of 20%; if you earn more than £36,001, it's taxed at the top rate of 40%. If a second job will push you into the next tax bracket, you may be better off staying home reading Cosmo!"

What's the downside?
 "I once supplemented my income as a PA with working in a snowboarding shop at weekends," says Claire Thrift, 30, a web editor from Hertfordshire. "What a big mistake. I had to open up shop at 10am, so never got a lie-in, and was irritable when I found the time to see my new boyfriend, Rick. We got through it, but it wasn't great."
 The good news, though, is that a second job doesn't always mean pulling pints.
 "Some jobs, like DJing and promotional work, offer a great way to earn money, meet people and still enjoy your weekends," says Corinne. "You could meet the love of your life or even use it to fuel a career change. If you're ambitious, you never know what might come from a brief stint of working super-hard!" But don't let the extra hours you work mean you don't do your main job properly. Your boss won't be impressed.

POPULAR SECOND JOBS WITH PERKS

BARTENDER
 The pay: £5.52 (minimum wage) to £8 per hour
 The perks: All those tips. Try chic cocktail bars rather than your local pub.

WAITRESS
 The pay: £5.52 to £8 per hour.
 The perks: Up to £60 a night in tips at chains like TGI Friday's, or places with pricey menus.

BABYSITTER
 The pay: Between £20-£40 per night.
 The perks: Being paid to watch TV all night!

SHOP ASSISTANT
 The pay: Between £5.90-£8 per hour.
 The perks: Discounts in store!



3 BRILLIANT WAYS TO CREATE MORE CASH

- Like DIY or designing birthday cards? Get paid for your hobby by registering with a site like www.setyourrate.com.
- Offer your services as a dog walker. Fresh air + exercise = extra money and a saving of £50 a month on gym membership!
- Earn between £5-£20 as a mystery shopper, checking out anything from the service in Waitrose to the length of queues in Boots. Visit www.grassroots.uk.com/home.

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APPENDIX P VIII: KDYŽ VÁM PRÁCI ZKŘÍŽÍ MATEŘSKÁ (1/3)



Když vám PRÁCI ZKŘÍŽÍ mateřská

České matky si musí jako ledoborce razit cestu místními zamrzlými zákony. **Michaela Klevisová** pátrala, jaké překážky na vás na téhle cestě číhají a jak je nejlíp rozdrtíte.

90 COSMOPOLITAN

Až vám v těle ožije mřávný člověk, jednoduše zahlásíte veliteli, že čekáte mimino, a odeberete se na mateřskou dovolenou. Jakmile se vám po vyslýchání zlatíklí zasteská, zase se do pracovního procesu vrátíte. Bud' nakluseíte zpátky do bývalého zaměstnání (šéf vám přece musí nějaké

místo držet), anebo si najdete jiný džob (máte přece slušné vzdělání a praxi). Mimino vás v práci určitě nějak zvlášť nezabrzdí, jste přece dobrá organizátorka a v pohodě ukočíte více povinností najednou. Takhle nějak si představujete souhru své kariéry a mateřství? Oceňujeme, že jste optimistka, ale máme pro vás špatnou zprávu: Realita je často mnohem

APPENDIX P VIII: KDYŽ VÁM RÁCI ZKŘÍŽÍ MATEŘSKÁ (2/3)

drsnější. Jasně, taková Angelina Jolie nebo Madonna v podobě koulele práci, těhotenství a mateřství. Na rozdíl od vás jim ale v cestě nestály dřavé české zákony a zákeří čestí zaměstnavatelé. Vydavatel Cosmopolitana se ke kojení a přebalování na pracovišti staví úzasně vstřícně a dokonce pro mimina zřídil dětský koutek. Podobně osvěcení zaměstnavatelé bohužel patří v Česku k ohroženému druhu. Nedávno jsme přišli k vám s diplomovou prací, která se tohoto tématu dotýká, a požádali jsme vás o vaše zkušenosti s odchodem na mateřskou dovolenou a s následným návratem do práce. Šokovalo nás, jaká spousta českých generací zachází s matkami jako s počítačnými zaměstnanci a vymalézavě jim říká švor. Když otehotníte v obzvlášť nevhodnou chvíli, můžete kvůli mňavému obyvateli svého hřicha dokonce dostat padáka! Návrat do práce se pak řadí žen změni v bojovka, ze které vyjdou bohatší o hodně vrásek a chudší o mrsaky šluz. Aby vás úskoky českých šéfů a personalistů co nejméně zdeptaly, poznejte jejich nekalé taktiky ještě dřív, než se vaše vajíčko spojí se spermii. Čtěte užitečné rady od odborníků a šokující zkušenosti čtenářek Cosmopolitana, které už si koktrojí z mateřství a kariéry namíchaly.

1. PŘEKÁŽKA „Smlouvu vám neprodloužíme.“

Jedenadvacitiletá asistentka Daniela se snažila o mimino půl roku. Když konečně jíšla nad těhotenským testem, vůbec jí nedošlo, že má jeden velký problém: pracovní smlouvu na dobu určitou. „V březnu jsem přišla do jiného stavu a v červnu mi končila smlouva. Místo abych v práci o těhotenství držela pus, naivně jsem naklusal na osobní oddělení a sdělila jim, že čekám mimino. Chtěla jsem se poradit, jak mám svoji situaci řešit. S úsměvem mi oznámili, že pracovní poměr mi jako těhotné prodloužen nebude! Pokud chci vidět nějaké peníze, mám prý nastoupit na nemocenskou. Tu jsem

dostala bez problémů, protože jsem od rána do večera zvracela. Na půlroční mateřskou jsem ale mohla zapomenout, protože jsem před porodem nebyla nikde zaměstnaná.“ Jestli jste podepsala smlouvu na dobu určitou, nikdo nezajímá, že jste těhotná. V den vypršení smlouvy s vámi velitel klidně vyrazí dveře a nic mu za to nehrozí. Pak můžete zapomenout na půlroční mateřskou a budete se muset spokojit jenom s nižšími rodičovskými dávkami. **Tip:** Jakmile vás začnou nahánět mateřské pody, rychle začněte pracovat na tom, aby vám zaměstnavatel změnil smlouvu, nebo se poohlédněte po jiném šéfovi, který nebude s netermínovanou smlouvou dělat takové draboty.

2. PŘEKÁŽKA „Jste zrádkyně.“

Utrpět může nejen vaše peněženka, ale také psychika, jako se to stalo osmadvacitileté sociální pracovníci Barboře. „Nastoupila jsem jako ziskok za ženu na mateřské a hned jsem sama neplánovně otehotněla. Bezprostředně poe, co jsem to oznámila v práci, všichni se mnou začali jednat jako s podražkou. Zuřili, že odejdu, jakmile mě zaučili. Ředitel prohlásil: „Tak s tím něco dělejte!“ Byla jsem vážně v šoku. Vlastně mi nepřímo doporuči, abych šla na interrupci!“ Kolegyně Barboře za zády pomlouvaly, některé se s ní pro jistotu úplně přestaly bavit. „Až když mě doktor poslal na nemocenskou, obrátily a jsou milé. Teď naléhají, ať se do práce vrátím, že prý mi budou pomáhat. Moje se ale dělá špatně už jenom při představě, že mezi ty povory ještě strčím nos.“ Pokud kolegyně nebo velitel berou vaše rostoucí břicho jako podraz, někdy pomůže otevřený rozhovor. Povězte, jak se cítíte a co vám vadí. Hlavně se za své těhotenství neomlouvejte! Vašemu kolegovi, který si s přítelkyní zadělal na dítě, takz někdo nevyčítá, že se stal otcem. Jestliže nátlak na pracovišti hraničí se šikanou a vy se začínáte fyzicky nebo psychicky sypat, poraďte

se s lékařem, jestli by pro vás a pro mimino nebylo lepší, kdybyste na porod počkala na nemocenskě.

3. PŘEKÁŽKA „Těhule nechceme.“

Čtyřadvacetiletá účetní Kamila otehotněla ve zkušební době, svěřila se šéfovi – a dostala za to odměnu v podobě okamžitého padáka. Podobně nepřijemnost už potkala spousta z vás. „Mám od majitele firmy nakázáno vyhodit každou zaměstnankyni, která ve zkušební době přijde do jiného stavu,“ potvrzuje třicetiletá personalistka Jana. „Jasně že mi těch žen je líto, ale musím plnit příkazy shora.“ Možná dost dobře nechápete, proč vaše těhotenství majitelům firem tolik vadí. Věc se má takhle: „Zaměstnavatelé, kterým odchází zaměstnankyně na mateřskou dovolenou, mají potíž s tím, že na výkon této práce musejí najmout nového pracovníka,“ vysvětluje ředitelka Českého vzdělávacího centra Jana Řehulíková. „Protože ve zkušební době vás nechrání žádná zákonná ochranná lhůta, ukončí vám pracovní poměr, aby vám nemuseli držet místo.“ Nadřazené nijak zvlášť nezajímá, že vy už jste přece zaučená a za dva nebo tři roky byste se zase do rachoty vrátila. Mají zkrátka v hlavách zafixováno, že s těhotnými ženami bývají jenom problémy. A tak se vás raději zbaví. „Žena se proti tomu nemůže na základě zákona nijak bránit,“ konstatuje pražská právnička Zuzana Navrátilová. „Doporučuji, abyste zaměstnavatele raději ve zkušební době o těhotenství neinformovala. A ověřte si, zda je zkušební doba ve vaší pracovní smlouvě řádně sjednaná.“ Jestli v papírech o řádné zkušebce není řeč, šéf vás těhotnou vyhodit nesmí. Pozor! Fakt, že české zákony těhotnou zaměstnankyni ve zkušební době dostatečně nechrání, je nejspíš v rozporu s evropskou smlouvou týkající se ochrany těhotných žen. „Z tohoto důvodu je možné uvažovat o soudní žalobě,“ máni právnička Zuzana

APPENDIX P VIII: KDYŽ VÁM PRÁCI ZKŘÍŽÍ MATEŘSKÁ (3/3)

TO MUSÍTE VĚDĚT

Navrátilová. **Tip:** Pokuste se zjistit, zda je ve vašem okolí víc žen, které u stejného zaměstnavatele otěhotněly ve zkušební době a dostaly výpověď. Když s nimi spojíte síly, vybojujete mnohem víc, než pokud zůstáváte se svým problémem sama. Můžete například sepsat petici žádající úpravu děravých zákonů. Díky celkem nízké nezaměstnanosti v České republice vás ztráta místa zase tak strašně nebolí – po mateřské si nejspíš celkem jednoduše najdete jiné zaměstnání. Ekonomové ale předpovídají, že bude hůř a z dobré práce se v budoucnu stane nedostatkové zboží. Takže se ve vlastním zájmuerte za to, abyste o místo nemohla přijít jen proto, že jste si „dovolila“ otěhotnět.

4. PŘEKÁŽKA „Vaše místo jsme zrušili.“

Možná si myslíte, že když jste podepsala pracovní smlouvu na dobu neurčitou, ani ten nejzakeřnější šéf vám odchod na mateřskou a následný návrat do práce nemůže zkomplikovat. Jenže on může. V zákonech se píše, že vás s pupkem ani s miminem do tří let nemůžou vyrazit z práce. „Jste chráněná bez ohledu na to, jestli o vašem těhotenství zaměstnavatel ví, a dokonce i v případě, že jste o zárodku ve svém břiše v době výpovědi ještě neměla tušení ani vy sama,“ vysvětluje právníčka Navrátilová. „Podstatné je, zda jste v době doručení výpovědi už byla v jiném stavu. Je jedno, že vám to třeba lékař potvrdil až později.“ Do skončení mateřské (tedy osmadvacet týdnů) by vám měli držet vaše původní křeslo. Vyrazit vás nemůžou dokonce ani pro hrubé porušení povinností. Později vás musejí vzít alespoň zpátky do firmy, i když třeba na horší pozici. Smlouvu máte jediné v případě, že už jsou vašemu potomkovi víc než tři roky. Vělitelé ale tenhle zákon zkoušejí obcházet. Třeba tak, že vás sice vezmou zpátky, ale nabídnou vám tak totálně nezabývanou a špatně placenou pozici, že sama dáte výpověď. Anebo vaše místo

jednoduše zlikvidují. Tím se ale nenechte obalamutit! „Zaměstnavatel vás může v době mateřské nebo rodičovské dovolené vyhodit, jediné když se firma ruší nebo mění své sídlo. Zrušení vašeho pracovního místa není důvodem k výpovědi,“ upozorňuje Jana Řehulková. Jestli už vaše místo vážně neexistuje, pak byste měla dostat jiné. „Anebo nastoupíte zpátky do práce a teprve pak vám dají výpověď pro nadbytečnost. V tom případě vám ale běží dvouměsíční výpovědní lhůta a máte nárok na odstupné ve výši tří platů!“ Tvůrčím způsobem vyšel tuhle situaci zaměstnavatel třicetileté produkční Anny. „Adoptovala jsem dítě, a než jsem se vrátila z mateřské, místo mi zrušili. Jako odstupné mi dali bývalé služební auto, doplácela jsem na něj jen asi deset tisíc. Byl to dar z nebes!“ Pokud se vás velitel snaží z práce vyšoupnout, dejte najevo, že víte, na co máte právo. Podrobnosti nastudujte třeba na www.finance.cz nebo www.mesec.cz pod heslem Mateřská a rodičovská dovolená. Inspirujte se také zkušenostmi matek, které měly štěstí na vstřícného šéfa. Třeba k podobnému zlepšování přemluvte i svého generála. „Na přestávky na kojení máte nárok

jenom do patnácti měsíců dítěte, ale moje kamarádka kojila v práci až do jeho dvou let,“ tvrdí Jana Řehulková. „Šéf jí vybavil samostatnou místnost pohodlným křeslem a lampou s tlumeným světlem, aby miminko nerušily zářivky. Dokonce jednou vozil pod okny kočárek, protože potřeboval od mé kamarádky dokončit ještě jeden úkol.“ Podobně to vyhrála i pětadvacetiletá fakturantka Karin. „Šelby jsme se ve firmě tři těhule a všechny jsme se chtěly brzy vrátit do práce. Majitel nám sám navrhl, že zřídí dětský koutek a na náklady firmy najme chůvu! Šéf mě bez řečí pouští s malou k doktorům a teď mi dokonce přidelil notebook, abych mohla jeden den v týdně pracovat z domova.“ Jestli byste si ráda sládila mateřství a kariéru podobně hladce, dejte veliteli najevo, že s miminem váš zájem o práci nekončí. Je hodně důležité, aby chlebodárci věděli, že se po nějaké době chcete na své místo vrátit. I když jste zrovna máma na plný záber, občas se v práci zastavte, mailujte, volejte, přejte se na změny a novinky. Když předvedete, že sice momentálně vaříte kašičky a perete bryndáky, ale o svoji práci upřímně stojíte, rozumný šéf vám vyjde vstříc. ☺

Na co MÁTE nárok?

Tahle fakta si запиšte do hlavy, budou se vám hodit.

- ☺ **Mateřská dovolená trvá 23 týdnů;** když máte dvojčata a víceročata, tak 37 týdnů. Její výše je individuální a odvozená od vašeho příjmu. Objašňuje Zuzana Navrátilová. **Pozor!** Abyste mateřskou dostala, musíte být před porodem zaměstnaná nebo si platit nemocenskou pojištění.
- ☺ **Rodičovská dovolená se poskytuje matce po skončení mateřské anebo otci.** Může trvat dva (11 400 Kč), tři (7 600 Kč) nebo čtyři (3 800 Kč) roky. Délku si vyberete sama, ale jestli máte hodně nízké příjmy nebo si neplatíte nemocenskou pojištění, budete se muset spokojit s nejdělsí variantou.
- ☺ **Rodičovskou dovolenou nemusíte**

čerpat v celku,“ upozorňuje právníčka. „Jestliže nastoupíte třeba v jednom roce věku dítěte do práce, můžete až do jeho tří let kdykoli požádat znovu o poskytnutí rodičovské dovolené.“
☺ **Tip:** Můžete požádat o poskytnutí normální dovolené tak, aby navazovala bezprostředně po skončení mateřské dovolené,“ radí právníčka. „Šéf vám nemůže dovolenou, na kterou máte nárok, nijak kráti.“
☺ **Pozor!** U přijímacího pohovoru se vás zaměstnavatel nesmí ptát, jestli se chystáte otěhotnět. Šéfové vyzývají oklikou, třeba je zajímavý váš životní plán do budoucna. Svůj soukromý život nikomu nepodsouvajte a mluve jenom o práci.