

## PREFACE

Parts of this research appeared or are scheduled to appear in an abbreviated and/or changed form in the following publications:

Chapters 2.3 and 2.4.:

'The Study of Masculinity and Femininity', *Scientific Papers of the University of Pardubice, Series C*, 5 (1999), 266–76.

Chapter 3:

'Theories of Ideology, Discourse, and Gender in the Czech Context', in *British Cultural Studies: Cross-Cultural Challenges*, edited by Janja Ciglar-Žanić, Damir Kalogjera, and Jasna Jemeršić, proceedings of British Cultural Studies: Cross-Cultural Challenges, 26–28 February 1998, in Zagreb, Croatia (Zagreb: British Council, 1998) pp.75–83.

'Discourses of Gender in The Post-1989 Czech Republic: a Textual Perspective', in *Gender in Transition in Eastern and Central Europe*, edited by Gabriele Jähnert et al., proceedings of Gender in Transition in Eastern and Central Europe, 9–11 December 1999, in Berlin, Germany (Berlin: Trafo Verlag, 2001), pp.118–23.

Chapter 7:

'The "Inner" Body in Physical Culture: Hidden Theoretical Possibilities in Czech State-Socialist Textbooks', *Tidskrift för kulturstudier*, 5 (2001), 84–94.

'The Ideology of the Genderless Sporting Body: Reflections on the Czech State-Socialist Concept of Physical Culture', in *Indeterminate Bodies*, edited by Naomi Segal, Lib Taylor, and Roger Cook (London: Palgrave and New York: St. Martin's Press, scheduled for 2001).

Chapter 9:

The chapter evolved from an exploratory article written and published in 1995 in the Czech Republic first in Czech and later in English:

'Žena na ulici: (Stereo)typické reprezentace žen v současné velkoplošné reklamě v České republice' [Women on the Street: (Stereo)Typical Representations of Women in Billboard Advertising in the Czech Republic], *Sociologický časopis*, 31 (1995), 85–104.

'The Construction of Femininity in Billboard Advertising in the Czech Republic', in *Women, Work, and Society*, edited by Marie Čermáková, Working Papers, 95.4 (Prague: Academy of Sciences of the Czech Republic, 1995), pp.69–78.

An earlier draft of the analyses of masculinity in billboards appeared in:

'Male Bodies Resisting the West and the Past: Body and Masculinity in Advertising in the Czech Republic', *East Central Europe-L'Europe du Centre-Est: Eine wissenschaftliche Zeitschrift*, 27 (2000), Part 2, 21–35.

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texts. My department head at the Pardubice University, Mgr. Šárka Čáňová, kept a protective hand over me during the period of research by lightening my teaching duties and awarding the necessary leave of absence. Finally, my husband, Merrill Oates, not only shared with me the anxieties and the joys of the research years, but took over the bread-winning duties in my intense writing period.

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## STYLE

### (I) AUTHOR-DATE SYSTEM

This thesis conforms to the *MHRA Style Book* except in its implementation of the Author-Date system for bibliographic references. As readers will be aware, the use of this system is now acknowledged in the *MHRA Style Book* (London: MHRA 1999, 5<sup>th</sup> edn., section 12.4).

The MHRA encourages the use solely of authors' initials instead of full given names in reference lists. It seemed to me that important information would be lost in the application of this procedure to the Bibliography. Therefore, I kept the full names.

### (II) ELLIPSES IN QUOTATIONS

Ellipses in the original are marked as follows: ...

Places abbreviated by me are marked in the following manner: [...] (MHRA 1999, 5<sup>th</sup> edn., section 6.8.).

## LIST OF ILLUSTRATIONS

### ILLUSTRATIONS PRECEDING CHAPTER 7

Fig. I: 'Oath to the Republic.' Men's routine. 10th Sokol Festival, Prague, June–July 1938. Performed by 28,600 and 27,200 men on 3rd and 4th July, respectively. Choreography: brother František Pecháček. Music: Jan Seehák. (From the holdings of the photo-archives of the Tyrš Museum of Physical Education and Sports – National Museum, Prague.)

Fig. II: 'No obstacle prevents the task to be fulfilled.' From the Svazarm Day [note: Svazarm—the Association for the Co-operation with the Army]. 1<sup>st</sup> *Spartakiáda*, Prague, July 1955. This routine performed by 450 'contestants' (women and men wore the same outfits); about 20,000 women and men performed in the total of six routines of the Svazarm Day, which lasted 3.5 hours.

(From the holdings of the photo-archives of the Tyrš Museum of Physical Education and Sports – National Museum, Prague.)

Fig. III: 'Routine for Working Class Youth' [that is, for students of secondary schools focused on training toward skilled-worker and trade professions]. 6th Czechoslovak *Spartakiáda*, Prague, June 1985. Performed by 13,824 young women and men; the total of 41,000 participated in local and regional *Spartakiádas*. Choreography: Pavel Dušek, Vlasta Roupcová, Miroslav Vlk. Music: Mojmír Balling. Duration: 24:55 minutes.

(From the holdings of the photo-archives of the Tyrš Museum of Physical Education and Sports – National Museum, Prague.)

## ILLUSTRATIONS IN CHAPTER 9

(In all cases, photo the author.)

- Fig. 1a: Setuza washing powders: 'I'll save three times: clothes, health, money'.  
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## DOCUMENTS

*Documents* are one-page collections of quotations from a variety of sources, which precede each chapter of textual analysis, that is, Chapters 3–9. Their purpose is to illustrate parts of the discourse which is the subject of discussion in each of these chapters.

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