Abstract

The aim of this thesis is to understand attitudes, perceptions and experiences of Czech adolescents, i.e. present representatives of Generation Z, with regard to the alcohol in the media. The theoretic part summarizes relevant researches, concepts and articles related to the topic of this paper. Therefore, the paper describes adolescents from the perspective of the generational context, explains the specifics of targeting the youth and also reflects their media behaviour. The theoretic part is further focused on description of various formats of alcohol in the media with regard to adolescents; the paper also explains the current legislative regulations of alcohol commercials in the Czech Republic. The practical part focuses on evaluation of own research, based on the principles of Q-methodology – a research approach which enables deeper understanding of attitudes, perceptions and experiences of the topic by the selected target group. Based on this research, it is concluded that Czech adolescents perceive alcohol in a positive way. This positive perception is further strengthened by its socio-cultural role in the Czech society and mainly positive presence in the media formats which support its confident perception. Adolescents' attitude towards the planned alcohol regulation is uncertain. They suggest more educational campaigns reflecting the negative impacts of alcohol consumption rather than further regulation. The contribution of this thesis is studying social, cultural as well as media role of alcohol towards the adolescents – the paper, therefore, does not focused solely one element. Another contribution of this thesis is the application of Q-methodology, not very used research approach in the Czech Republic. Building on those facts, this is the first research within the Charles University, which considered a broad scale of possible factors regarding the chosen topic. Besides, it is the first thesis which used Q-methodology as the main research approach.