Annotation

This work examines the thematic composition and functioning of the Czech Playboy edition, which has been published in the Czech Republic since 1991. Since it is a licensed periodical, in addition to the local mutation, the American title has been analysed, which has been undergoing significant changes in recent years, affecting the composition of the magazine content. For better context, a competitive periodical in the form of the monthly magazine Esquire was included into the research. This magazine is available on local market since the 1996 and with magazines like ForMen or ElleMan they are in fact the only competition in the men’s magazine market. The aim is to find out how the content of the Czech Playboy mutation has changed over time, namely since its start-up in Czechoslovakia in 1991 till the year 2018. The method of quantitative content analysis was used for this purpose. Its results were further compared with the data obtained from the analysis of the American origin, as well as the domestic mutations of Esquire. The author drew theoretical information from book and digital sources. However, in the absence of freely accessible information about Playboy's internal operations, she acquired it through interviews with the people who contributed to the launch of the magazine or those who lead the title today.