

Annotation

This thesis examines the influence of advertisers on the content of printed motoring magazines through the method of quantitative content analysis. The thesis asks whether an increase of advertising can or cannot influence media's reporting on advertisers' products. The thesis examines three Czech printed motoring magazines: Svět motorů, Automobil revue and auto motor a sport.

The theoretical part deals with the dual-market topic, in other words the theory of two types of media's customers: paying readers and paying advertisers. They can – and according to the theory they often do – differ in their interests. The advertiser is interested in showing his products in the media in the best possible light, on the contrary, the reader is interested in being informed as objectively as possible.

The theoretical part is based mainly on McQuail (2009) and Jiráček and Köpplová (2015), who deal, inter alia, with the dilemma of two customers. Part of the theory is devoted to several other researches which have examined the same topic; e. g. in the context of Italian fashion magazines.

The work itself is based on research questions that ask about a correlation between the amount of advertising and amount (and tonality) of editorial content devoted to the advertisers as well as a possible influence of advertisers towards setting the media's agenda itself.