

Abstract

The intent of thesis „Changes in teenage magazines after 1989“ is to present main themes and communication methods pointed to teenage magazine readers, as they were changed during the time. Questions about media in negative or positive forms are presented by the influence on socialization, the key period in every person´s life. In introducing part are discussed basic theories about influence, functions and necessary education of children and teenagers in domain of media and there is a brief description of progress in Czech media scene. Second part of the thesis contains analysis which deals with two most widely read teenage magazines in 1989 and in 2007. My purpose is by analyzing communication methods and finding main themes in text to identify main subjects and presented world, which media bring forward to readers. Children and teenagers are not only passive recipients of media influence; they can make active use of media and choose interesting contents, nevertheless the presented world and offered examples of behavior are important and they influence them a lot.