

Abstract

This Bachelor Thesis, entitled „The Influence of Mass Culture on Czech lifestyle” deals with the impact of mass culture on attitudes held, models of behavior and values and their integration to lifestyle.

The theoretical section aims at defining the essential ideas and concepts which are connected with the subject-matter. The Research part makes particular use of the quantitative analysis of Media Project 2007 and from the CVVM SOU AV CR’s survey, as its starting points. The analytical section illustrates the influence of the mass culture conveyed especially by mass media (the press and television), on the lifestyle. For the purposes of this piece of the work, ‘lifestyle’ is taken to mean activities which people do in their leisure time. The analysis then seeks to examine what role is played by mass culture and what differences exist, in terms of in leisure time is spent, between readers of various type of daily papers and magazines and viewers of various TV stations.