

Abstract

Diploma thesis „Position of the magazine Mladý svět in Czechoslovakia during the seventies and eighties“ deals with the magazine for young people called Mladý svět. It gives a brief summary of its creation and development during the sixties and focuses on the period of seventies and eighties.

It explains political and social situation of that period in Czechoslovakia, especially in area of mass media, and it particularly works with content of the magazine. It analysis the number and content of its columns, the way they were interpreted and development of these characteristics during the given period. It follows topics of the articles and its relation to readers of the magazine and communist regime and its institutions.

It deals with the audience of Mladý svět and especially with its reactions and feedback it provided. Than it focuses on the censorship and the way the magazine was controlled, on the given regulations and imposed penalties.

It attempts to explain reasons why Mladý svět become phenomenon of its era and why it had so unique position within similar mass media products.