

Abstract

The work focuses on changes of topics and their adaptations in the travel magazine *Lidé a Země* in three periods of Czech history. Namely the years 1970, 1990 and 2015. Magazine *Lidé a Země* is one of the longest continuously published magazine in our country, based on the Czech market since 1952. It therefore serves as a good example of a magazine, which reflects the political and social situation in Czechoslovakia, respectively Czech Republic, from the mid-20th century to the present. The quantitative and qualitative content analysis of the magazine is focused on how the content of the magazine reflected the political and social changes in 1970 and 1990. Research on these two years was monitoring the number of mentions mainly dealing with states so-called Western countries and the so-called East countries. Years 1970 and 1990 were then compared in a comparative analysis. Furthermore, the work is focused on current media trends that are described on the example of the year 2015.