

Abstract

Body culture represents a typical example of sociological phenomenon which has been a subject of mass commercialization for nearly several decades. At certain stage of this process, new magazines of special interest were been created with focus on a specific concept of the physical culture. Their content coverage ranged from fitness, strength training, bodybuilding, health lifestyle, to physical exercise in general. The diploma thesis “The body culture phenomenon in Czech special interests magazines” aims to survey an origin and evolution of such magazines in the Czech Republic and tries to shed light on how physical culture represented by increasing popularity of fitness activities among general public had been reflected in this segment of media production. While analyzing three Czech magazines, Svět kulturistiky, FITNESS and MUSCLE&FITNESS, the thesis examines how the mass popularization and commercialization of physical culture have affected a content structure of the magazines. The research focuses on selection of topics, target audience, use of language and graphic design. Qualitative content analysis will be used to study how the physical culture phenomenon is represented in selected magazines. The thesis also gives a brief insight into the history of bodybuilding and fitness movement in the Czech Republic with special focus on shifting from mere physical activity to well established sport for general public.