

Abstract

This bachelor thesis deals with the infiltration of modern tendencies into Czech music journalism. These tendencies represent a wholly new approach to the general standards of journalism, its language and stylistics. Young authors analyzed in this thesis prefer to take rather individualistic approach to music and its reflections.

Based on the study of the New Journalism and gonzo journalism in American journalism and literature, and with the application of the general standards of Czech journalism I look into the particularities of those new tendencies, describe their development in various media and analyze the written language of a number of authors.

In my thesis I concentrate on various music media dated from the 1990's until now. I analyze a couple of music magazines for interest groups, the modified forms of modern tendencies in music sections of the mass media and the contemporary form of individualistic journalism in music media on the Internet.