Abstract

This diploma thesis named “Young people and its relationship with printed newspapers in the period of the new media” shows the way of treating the printed newspapers by the nowadays young generation within the Czech Republic. The thesis is based on the hypotheses predicting the tough situation and future position of printed newspapers. Concerning the experts’ predictions the sole existence of the newspapers could be threatened by uninterested approach of young readers.

The first part of the article shows the young people relationship to the printed newspapers as presented in selected international surveys and researches. The conclusions of these materials are essential sources used in my own further survey.

As a part of the article the specific data presenting the situation of the Czech newspapers market are presented. It shows the printed newspapers decreasing demand which is significant as well as on the Czech Republic market.

The methodology of the research is presented in the next part of the article. As a proper method the quantitative analysis is selected – the “focus-groups” method. The tested sample was forty of students in total. All of them were studying the secondary school or the university. Each part of the topic being analyzed is presented in the next part of the work.

Also the quotations of particular respondents are included into the work. The basic hypotheses which occurred from that survey are presented in the final part of that chapter.

The point of view of three Czech countrywide newspapers’ (Mladá fronta DNES, Lidové noviny, Hospodářské noviny) chief-editors is presented in the thesis, too.