Abstract

The aim of this study is to examine the contents of men’s lifestyle magazines such as Maxim, Esquire, FHM, and one women's lifestyle magazine Glanc. The author used two analytical procedures: qualitative analysis by experts group and quantitative content analysis of sentences in the selected articles of the chosen magazines. The analysis pointed out the differences between the perception of content and the actual content. If the reader has some impression of the text, it does not mean that a more detailed analysis of sentences will reach the same conclusion. Effect of text is highly individual matter - this thesis came to the conclusion that although men’s lifestyle magazines can be controversial for some people, upon closer examination the magazines cannot be clearly labeled as chauvinistic, cynical, ironic or tabloid. The author devoted to these categories in detail in the quantitative part of the analysis.

Key words:
Maxim, FHM, Esquire, Glanc, journal, magazine, lifestyle, content analysis, theme, interview, report, medium, tabloid, chauvinism, irony, cynicism