

Abstract

Title: Magazines for preschool children during the period 1990 – 2000

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The thesis deals with analysis of market with magazines for preschool children between years 1990 and 2000. The first part describes the transformation of media environment and conditions for issuing periodicals. Also monitors all the titles that were issued during the period, and notes the impact that the publishing business conditions changes had on them.

In the second part, the thesis focuses on the development of selected titles in terms of external and internal characters in the specified period and compares these titles with each other. For the purpose of the analysis were selected titles: Bobik, Medvídek Pú, Méd'a Pusík, Mickey Mouse, Kačer Donald and Sluníčko, there were analyzed every two copies of each year in the period from 1990 to 2000 when the magazines were published. To achieve our goals, the qualitative research methods and study of relevant literature were used. The thesis also includes a chapter devoted to the profile of preschool age, for better orientation in the subject.

Keywords: Magazines, preschool age, children, qualitative research, media after 1989