

Abstract

Diploma thesis “The Identity Construction of Teenage Girls in Internet Media and Magazines“ deals with media texts which are being addressed to teenage girls; with a special attention to three significant media types of this area of concern. These are represented by the magazine Bravo Girl!, the blog dominikamyslivoa.cz and the website jenproholky.cz. The aim of the thesis is to describe and analyze these texts in detail; e.g. in the areas which are characteristic for them and could represent an element of high importance in the process of constructing the living reality of their recipients. The thesis also assumes how media could participate on their identity construction; their recognized values, opinions, thinking and lifestyle. Not only the thesis is concerned with the production of these specific texts and their features, it also focuses on the character of the interaction these media initiate towards the audience. It also tends to describe the receptive process the members of audience perform and how they react back, towards the media. To fulfill this goal, the pragmalinguistic analysis of the language features and communication strategies was used. Also the semiotic analysis was chosen, to the description of the structures of meaning, myths and ideologies within the texts. As a conclusion, this thesis provides a file of identified features related to the role of media in the lives of teenage girls and the possible sources of the influence media may have.