

The thesis "Role of the Men's Lifestyle Magazines in the Czech Media Market with Focus on the Maxim Magazine" deals with the analysis of five lifestyle magazines for men situated in the Czech Republic in 2011 – Playboy, Esquire, FHM, ForMen, and Maxim. The thesis begins with a brief introduction into the history of the studied magazines in the Czech Republic and further examines them from the content, language, and graphics perspective. Special attention is dedicated to Maxim as it is the most successful magazine in the segment. With the help of the discourse analysis in the interpretation of Teun A. van Dijk the work focuses on five categories that characterize the magazine discourse: the ambivalent approach to the traditional "heroic" masculinity, the way Maxim communicates with its readers, the role of humour (especially irony) and the magazine's view on homosexuals and women. The thesis demonstrates the ideological – sexist – base of the Maxim discourse with the support of demonstrative examples.