

The thesis deals with the gradual transformation of the American media company VICE media, originally a magazine of marginal interest, into a major global media corporation. The case study describes sequentially each stage of such transformation and describes how the overall change in the company's organization influences the media content produced by the company.

The thesis also deals with the aspect of mutual relationship of the marketing section of the media, the target group and the content. The aim of the thesis is to describe the mechanisms behind the recent successful expansion of the brand VICE media. Since this transformation could not take place without deeper changes in global audience, which is company's target group, especially the current young generation, I am also describing phenomenon of so-called Generation X and Generation Y. Regarding the fact, that this whole transformation is happening on the background of more essential changes in the whole media landscape after the dot.com revolution, these aspects are being discussed as well. Towards the end I am focusing on the operation of the Vice Czechoslovakia branch of the media.