

## **Abstract**

The aim of thesis "The media impact on the decision of the possibilities of spending freetime" is to determine through what channels, public gathers informations about leisure opportunities. It can help the centers of freetime to get media exposure as an opportunity for their development to help freetime centers to perceive media as an opportunity for their further development. Theoretical part introduces readers with the theme how media acts with society, especially with family, children and parents. It also deals with freetime time centers, the reader will be familiar with their characteristics for a good orientation in the following practical part. It also deals with various tool of so-called "communication mix", which is then applied in the practical part of the draft, as an "Communication strategy of DDM in Prague 9". The experimental part is based on a statistical methods of market research, particularly a questionnaire survey. This market research dealt with the effects of media on people's freetime in three locations – Prague, Zlín and Mikulov. Those three places were chosen as representatives of different sized cities; the assumption is, that freetime behavior of their inhabitants may vary. Practical part presents the results of market research, which can serve as a basis for planning of communication activities at freetime centers. At the very end is designed communication strategy for DDM Praha 9, which is based on the survey results.