

In the introduction to this work I presented my survey topic. I was interested in how life-style magazines Elle and Maxim represent male and female sexuality. The purpose of this work was to characterize the relations of the presented male and female to sex. Also what is for them in this relation of higher importance - if it is mental or physical realm area. I wanted to answer the question if both magazines get closer or further in informing about mentioned topic and if the gender differences get smaller or bigger in time.

I tried to answer all these questions through the obtained data and used methodics. First I describe the conclusions which are connected with Elle magazine then I describe the conclusions of Maxim magazine and finally I make juxtaposition of both magazines from the view of sex phenomenon. It is important to keep in mind that the primary functions of both magazines are different. Whilst Elle represents so-called service journalism, Maxim is a kind of entertainment magazine.