

Abstract

This thesis presents a complex view of the specifics of the media titles designed for college students in the Czech market, their historical development and current situation. It focuses closer on analysis of commercial media targeting university students. Titles named EuroCampus and Studenta (formerly Stip) were used in comprehensive analysis. The combination of suitably selected quantitative and qualitative methods of research of media content and opinions of audience provides important answers to questions such as: if students have knowledge of this kind of media titles, how the titles are perceived by this audience or if the editorial and advertising content brings original topics and interesting information which may be helpful after graduation. The theory of this thesis is defined by the current situation in the media market in the Czech Republic. Another important theoretical point is creating the typology of student media titles and analyze the history of publishing magazines EuroCampus and Studenta. The practical part is based on theoretical background of methodology explored by thematic agenda, content analysis of selected titles and in-depth interviews with the audience.

Keywords

Media for College Students, Media Market, Studenta, EuroCampus, Content Analysis, Thematic Agenda, Monitoring of Advertising, Coding, In-depth Interviews, Career.

Bibliography:

ČMIELOVÁ, Martina. *Content Analysis of Chosen Periodicals Targeting at University Students*. Prague, 2014. 96 pages. Diploma thesis (Mgr.) Charles University in Prague, Faculty of Social Sciences, Institute of Communication Studies and Journalism. Media Studies.