Abstract

The thesis *How mothers and daughters perceive and use fashion themes in lifestyle magazines for women* is aimed at generational differences when it comes to perception of media content. Specifically, it examines differences in perception of fashion phenomenon presented in lifestyle magazines for women (e.g.: *ELLE* and *Cosmopolitan*) by mothers and their daughters. Today, not only individuals, but also family relations are influenced by new media, new technologies, and new forms of media content, therefore I focused on differences in consumption of those lifestyle magazine between two generations of women within a family.

The thesis first introduces some theories on social construction of reality; how fashion is presented in magazines; how women as readers perceive fashion and how this influences readers' identities as a result of magazines' consumption, and how advertising is perceived by readers.

Theoretical knowledge is then researched. Qualitative research was conducted on ten pairs of respondents (mother – daughter) in the form of interviews. The results show that lifestyle magazines do not serve as a main source of information about fashion anymore. Many young women are more likely to search for information related to fashion on the Internet today. Mothers and daughters do not happen to read and discuss those magazines together. Moreover, they perceive fashion in these magazines more like a presentation of current fashion trends than something that would cause them to adjust their fashion style or lifestyle. There is also an interesting phenomenon revealed, advertising in those magazines is perceived quite positively by the respondents.