

Master thesis concerns itself with Czech edition Forbes magazine. Regarding the global media market today, journal Forbes without a doubt belongs to the fully respected periodical. Magazine Forbes has gained its reputation thru regular publishing business charts. Concept of this magazine was established on the stories of successful people. Thesis examines introduction of the journal on the Czech market and its first year of existence in the conditions of domestic media market. This view is based on political economical communication. The emphasis, in the Czech issue Forbes magazine, is put on the rise of success and identities thru political economical communication and its confrontation with cultural studies. In the frame of wider politico-economic context is part of the thesis dedicated to original American edition of the magazine, whose publisher owns the rights for publishing the magazine in Czech Republic. The main research on the political economical bases related to Forbes magazine is characterised by the production of this magazine, its position and goals on the market, strategy to achieve and target audience. Thesis contains quantitative analysis of the magazine contents and qualitative analysis editorials editor in chief. That should have provided deeper view into the meanings and identities in the magazine.