

Abstract

This thesis concerns itself with the effects of media on socio-cultural regulatives. The work is divided into two parts - theoretical and practical. The first one describes the theoretical foundations related to mass media - their importance and power, their potential effects and how they can be analyzed. The work also deals specifically with printed media. The practical part is focused on the research. Two lifestyle magazines were selected, both of which are presenting values of the two main segments of the population (Elle for women and Maxim for men). The empirical part of the thesis thoroughly scrutinizes these two periodicals in terms of their content. This analysis led to the formation of hypotheses pertaining to customer behaviour and value orientation, most of which were verified thanks to the in-depth interviews that were conducted.

Key words: media, influence of media, lifestyle, magazines