

Abstract

This thesis examines how the potential future media professionals (students of Institute of Communication Studies and Journalism at Faculty of Social Sciences at Charles University) relate to print media, i. e. daily newspapers and printed magazines. It is based on the concept of active audience, uses and gratification theory and studies that try to explain the decline of interest in print media. The thesis tries to describe the role of print media in lives of the studied group at the time when print media go through a long-term crisis. Massive expansion of the electronic media is the most important factor of this crisis. The research tries to answer the question whether print media are still attractive for the researched group, despite the constant wave of information from the Internet, what motivates this group to the use of print media and contrarily what discourages them.