

Abstract

This thesis deals with portrayal of elderly people in media. Thesis use a visual analysis of content to examine five Czech magazines for seniors: Doba seniorů, Grand Generace, Revue 50 plus, Spokojený domov and Vital Plus, year 2015. First part of the thesis explains theoretical concepts, which are related to this issue. It defines the concept of “oldness“, the term “senior“ and determines the limits of old age according to different authors. Next subchapter defines representation of reality in media and describes the difference between media reality and social reality. In the chapter Representation of old age in media we introduce the results of Czech and foreign studies, from which we have drawn not only in theory, but also in the preparation of our research plan. Fourth subchapter refers to stereotypes and myths about old age, ageing and seniors. Above that, the thesis also includes image analysis of photo content. Its main object are photographs with people over 50 years old. These images has are analyzed using several variables that we have created from Czech and foreign research. The data is mainly draw from the Czech study from 2007, whose results we compare with ours. The research was aiming to answer the research questions, make an image of seniors, who appear in „senior magazines“, and to observe the trend of representation of the elderly persons in Czech media. At the end of the thesis is portrayed the image of seniors, who are most often used in the magazines.