

Annotation

The thesis deals with the role of media in the life of “young” parents. The theoretical part presents the current trends in the attitude to printed and online media for a selected target group, specifically women and men on maternity and parental leave. The principal question of the thesis is the attitude of a selected group of people to the media content. Has the relation to the media subjectively changed in this new life role? The research method is a qualitative interview with ten respondents (seven women and three men). The analysis is based on methods of grounded theory – first at the level of open coding, then the axial coding. The conclusion summarizes the researched findings, and among other things, whether the interviewees see changes in their relation to the media due to parenthood and if they do, which changes they realize.