

The diploma thesis focuses on the role of the media in the lives of parents on maternity and parental leave and how they satisfy their needs through use of media. The thesis is based on the uses and gratification theory and especially on the typology of media-personal interactions defined by Denis McQuail. The aim of the thesis is to find out, through twenty interviews with mothers and fathers living in the household with a child or children, for what purpose the media are used by this specific group. The thesis includes a theoretical anchoring of the approach of uses and gratification theory concerning its historical development during the 20th century, but it also focuses on its concept at present after the spread of new media. The theoretical part of the thesis also deals with the characteristics of maternity and parental leave and it tries to identify everyday activities associated with this period and its positive and negative aspects. The methodological part describes the area of qualitative research and related procedures, including the choice of data collection method, which is a semi-structured interview, and the characteristics of the research sample. The analytical part interprets the findings resulting from the data obtained through interviews with respondents. The discussion and conclusion of the thesis are devoted to answering research questions and summarizing research results.