

Along with the revolutionary political and social changes on the 90 years on the Czech market, discovered a new phenomenon - magazines "Teens" Western-type, or social - lifestyle magazine for mature in the form we know them today. As magazines offering interesting information and gossip of celebrities lives, bringing articles on fashion, makeup and new trends in lifestyle and as a young mentor openly talking about until then taboo sexual topics. Their relations are regular topics, first love, but also flirting various psychological tests, horoscopes and invitations to new movies, concerts, etc. They are simply colored magazines that brings just the topics that teens interested and for which you buy them at the same time, however, and considerable share of advertising. These titles, written by foreign models among Czech youth find their readers and keeps them still.

Became one of the major media elements in your life adolescents, with whom, during adolescence, to a certain extent, confronted almost all teenagers - especially girls part of the population. Magazines for the young girls within a relatively short lifetime of the Czech market among teenagers, the girls earned a very special position and many of them have become indispensable guide and mentor in the turbulent adolescence and the newly-opening world of womanhood. Their influence is necessary, as highlighted in a Canadian sociologist Dawn Currie, taken seriously and respect, at least if only because it is one of the the few areas where the positive reports on youth and discussed the everyday problems (7).

While in Western countries, the professional and lay public has longer concerned about the fact that the spread of consumer values, support gender stereotypes, celebrate and promote sex anorexic ideal of beauty in We are still too many articles and works dealing with the negative effects these periodicals appeared (3). At least not yet caused a deeper society-wide debate on this subject