

Abstract

This diploma thesis “The Image of Lifestyle in Magazine Vlasta between 1990 and 1999“ is focusing on media image of lifestyle in the nineties in Czechoslovakia, later Czech republic. The subjects which were investigated in terms of a lifestyle were: housing, fashion, health, eating, weight loss, sport, traveling, new technologies, consumer goods and beauty.

The thesis is divided into two parts – theoretical and empirical part. In the theoretical part there is a political, historical, cultural and media environment in nineties. Empirical part describes a history and editorial staff of the magazine Vlasta. A content analysis was chosen for examining the magazine and it is described in methodological part. The goal of a quantitative and qualitative analysis is to prove stated hypotheses.

The nineties meant for Czech people a lot of social changes and also everyday life was affected. The transformation involved habits and interests of people which can be observed during the decade. This diploma thesis is focusing on changes in lifestyle because of commercialism. Observes how much more people were interested in traveling considering new possibilities and aims also on health lifestyle.