

This study concerns implementation of foreign media patterns into Czech journalism in the last decade of 20th century. This process is demonstrated on the example of Czech weekly magazine Týden. Theoretical part of study describes the situation in Czech journalism in the nineties and factors that took parts in its forming process. Here also you can find explanation of news magazine of second generation and its specifics. It is apparent from the research that Týden was inspired rather by the structure form of foreign press than its content. This conclusion is confirmed by the example German magazine Focus.