

Abstract

The thesis "The cult of youth and the old age denial on the media image of celebrities: Content analysis of the Top Star Magazine TV show" explores the ways in which the values of the cult of youth exhibit and reproduce on the media image of celebrities. The analyzed material is a TV show about celebrities called Top Star Magazín which is broadcasted by Czech TV channel Prima Family. The research is based on the content analysis of the TV show and consists of two methodologically different surveys: a simple quantitative content analysis of episodes aired in 2012 and a qualitative content analysis of two randomly selected episodes. The research part of the thesis is supported by the theoretical and methodological parts. The methodological part describes the research techniques: choice of research method, setting of research questions and defining the sample. The theoretical part introduces all the essential theories, especially the media construction of reality, and also attends to the issues of age categories and social perception of people in different periods of life. The conclusion is that the media image of celebrities in the Top Star Magazine TV show is unified and significantly affected by the values of the cult of youth. One of the main symptoms is denial and repression of any signs of the old age. Thanks to this the negative stereotypical notions of age and older people are very rare in the TV show. Celebrities create an image of highly active aging. Consequently the opposite stereotypical image of senior is created – the elderly hyperactive and young frivolous celebrity.