

## **Abstract**

The thesis deals with stylistic changes in gaming reviews, which function as a „buyer’s guide“ for its readers through educated opinion given by a professional reviewers. It explores the supposed changes in style during the years 1996 through 2010 and focuses on the most established gaming print magazine in the Czech Republic SCORE. The research part is preceded by theoretical section of the thesis, which introduces basic concepts of contemporary game journalism in order to describe and interpret the stylistic changes discussed in the research segment. The thesis should offer a comprehensive overview of the stylistic variations in gaming reviews and also their interpretation in the context of changes in gaming media industry in the Czech Republic.