

Abstract

This diploma work examines a product from the field of print media – front pages of magazine Reflex. Method of mythological analysis is used, which has been in qualitative research of media content applied for half of a century and is considered to be one of the traditional methods used by media studies. Unlike other dissertations in this thematic area this work does not only analyze visual or lexical contents of cover pages, but also focuses on participation of those contents in the development of myth.

The work begins with introduction of key theoretical background and resulting terms used in following analyzes describing effects of myths in individual covers. Then the summary brings the interpretation and explanation of described phenomena.

The work focuses to decipher myths contained in the first message which the Reflex magazine week after week addresses to his readers –the title page of individual issues. It analyses how the magazine constructs a system of myths, by which ideology can impact on its readers. Aim of this dissertation is not only to describe the process by which the myths capture a variety of signs and fill them with their own meanings, but also a dialectical relationship between myths and stereotypes or ideologies which stand in their background.