

Abstract

The diploma thesis Content changes of Reflex weekly according to the influence of its editors in chief focuses on the changes which this Czech magazine has gone through from its founding in 1990 to 2013 - during these twenty three years the position of editor in chief changed six times, passing from one person to another. The development of this thesis was based on the supposition that each of the personalities has left their mark on the magazine and has influenced its content according to their experience and preferences. In the theoretical part, the thesis deals with history of the magazine, with changes of editors in chief, the publishers, visual aspects, with the composition of editorial team or magazine sections and also with magazine's direct competitors and the number of editions sold. The following chapter focuses on the theoretical context of the research and refers to the analytical part. Terms as neutrality, negativity and agenda settings are being defined here and the impact of commercialization on visual aspect of the print media is being discussed in this chapter as well. The next part is based on the quantitative content analysis and it examines magazine content in specific periods; both the first and last three months of each editor in chief's era. The analysis outcomes present interesting issues: period when the content of Reflex weekly was the least or the most neutral/negative, notion suggesting under leadership of which editor in chief the magazine contained the least and the most news, how the themes of the main interviews were changing, which of the long-standing editors was writing neutrally or rather negatively and how the quantity of their articles were developing.