

Diplomová práce

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Abstract

The topic of this diploma thesis is the image of cohabitation, marriage and parenthood in lifestyle magazines. Theoretical sources of the text are ideas of Zygmunt Bauman – love as a consumer product or love forever, and the ideas of Gilles Lipovetsky about postmoral society without duty. Methodology for this diploma thesis was the qualitative content analysis of 12 issues of the most read czech men's lifestyle magazine Maxim and 12 issues of the most read czech women's lifestyle magazine Joy. Both published in 2012. In both lifestyle magazines love is presented as a consumer product, but in women's magazines exists an image of love forever as well. Duty is shown in negative view. Instead of duty, taking care about others is presented. Wedding is described like a normal event expected in a human life. Parenthood in men's lifestyle magazines is connected with self-denial, in women's lifestyle magazines as a self-fulfilment connected with self-denial. The last part of the diploma thesis updates the finding of Paulína Tabery from 2007.