

Abstract

The diploma thesis observes the phenomenon of Czech journal attachments of luxury character in particular supplements ZEN, City Life, Esprit and Proč ne?! These are published together with daily press E15, MF Dnes, Lidové Noviny a Hospodářské noviny. In the theoretical part is first outlined the development of lifestyle magazines and classical daily attachments, because examined supplements are kind of combination of both these media products. The next chapter deals with the media content from the political as well as economical communication, which covertly affects media by means of advertising and public relations and thus shape public opinion according to their own interests. In the end the theoretical part focuses also on definition of advertisement and public relations. The goal of the practical part is to research using the semiotic analysis how the ideology of success is presented to readers, which is in general an attribute of political as well as economical elites. These elites secretly control media products following political economy of communication.