

Abstract

The dissertation examines the influence the media have on shaping the values and value systems that teenagers hold. The first part of the dissertation includes related theoretical concepts, it defines values, and how the values are established and categorized. The dissertation also covers developmental specifics of adolescence, described from the perspective of the developmental psychology. The theoretical part also contains a chapter covering media including the description of the media issues, media typology, the impact of media and the influence which media have on value systems of not only teenagers but also adults.

The second part of the dissertation is the description and evaluation of the research carried out on high school students. The objective of the research was to find out what types of media predominate in the lives of selected respondents. The aim of the research was also to find out how the teenagers are influenced by the content of the used media and how the media influence their value systems.