

Abstract

This bachelor thesis is focusing on functioning of Czech language edition of Newsweek, which started its production on local media market in November 2015 and was closed down after thirteen months in December of upcoming year 2016. The goal of publishers and editorial staff was to offer potential readers information from foreign countries under famous and licensed American brand. Aim of this thesis is to introduce beginnings and functioning of Czech Newsweek, as well as to compare it with its original model and likewise focused magazine Reportér. Content analysis of Czech Newsweek and Reportér is also a subject of interest of this bachelor thesis. Due to unexpected termination of production was researched sample extended to all published issues, in order for this text to properly reflect the process and possible reasons for stopping the circulation of this Czech licensed magazine.

Theoretical findings, utilized to classify Newsweek within Czech media market in first chapter, were gained from professional publications connected to media functioning and history. Regarding to recency of this topic author used primarily internet website resources and information collected from interviews with editorial staff and publishers to complete the practical research of this thesis. For complex understanding of topics and advertisement in magazine content were all issues of Czech language edition of Newsweek objects of quantitative content analysis. This bachelor thesis also investigates monthly published magazine Reportér, which is being compared to biweekly published Newsweek in chapter three. Last section of this text is focusing on the closure and possible matters leading to termination of production of Czech Newsweek.