

Abstract

This work focuses on the *100 + 1 zahraniční zajímavost* magazine and its change due to the digital era. It is one of the oldest Czech magazines with its history dated back to 1964 when it was an instant phenomenon. The analysis in this work focuses on the change of media content and its form because of the start of digital era. The aim of this thesis is to analyse the influence of available technologies on the media content creation and magazine production. The text contains of two bigger parts – theoretical and practical. The theoretical part will contain of descriptive analysis and the practical part will contain quantitative content analysis and comparative analysis. So far, this problematic has been analysed with the focus on historical context influencing the media content. This work aims to provide another point of view on media transformation focusing more on the form and media convergence of the produced content offering.

Compared and analysed are issues from years 1988 and 2015. In each year, the analysis focuses on issues No. 1, 5, 9, 13, 17 and 21.