Abstract

The bachelor thesis "Phenomenon singles and its image in the mass media" deals with the exploration of the singles media image as it is being depicted in printed mass media and their Internet analogues. The theoretical part of the thesis is devoted to the exploration of the concept of singles, explanation of the used terminology, the emergence of the singles phenomenon, and the description of singles lifestyle. Subsequently, the definition of mass media is provided and the extent of its impact, on forming the opinion of the wider public, is explored. The practical part of the work shows theoretical background of chosen analysis and then uses a method of quantitative content analysis in order to identify the image of singles created by the mass media. The research was carried out on two hundred preselected articles. At the end of the thesis, a summary of the research and its interpretation, based on the chosen theoretical grounding, is made.