

This bachelor thesis deals with the influence of the local press on the creation of local identity, on the example of the monthly magazine of the City District Prague 17. In particular, the thesis examines how and specifically by what the magazine called Řepská 17 supports the solidarity of citizens, readers of this monthly newspaper, with the City District Prague 17 Řepy. The thesis analyzes the content of the Řepská 17 magazine during ten year period from April 2007 to December 2017. The analysis is both quantitative and qualitative, it deals with the scope and content of individual sections and examines whether the articles highlight the positives of life in Řepy. One part of the thesis is also the processing of a questionnaire survey which took place among the citizens of Řepy, who are the readers of the Řepská 17 magazine, too. The questionnaire describes the media behavior of readers and their opinions on the magazine. The aim of both the content analysis and the questionnaire survey is to figure out whether the magazine strengthens the knowledge of belonging its readers to the City District Prague 17 and whether it participates in development of a positive relationship of the readers to the place where they live.