

This diploma thesis is a content analysis of lifestyle magazines Elle and Esquire. Through combining two basic approaches to content analysis (qualitative and quantitative) the thesis shall answer the question how the nature is depicted in Elle and Esquire magazines. The study is based on the theory of framing. Qualitative frame analysis leads to identification, description, definition and interpretation of the frames of nature that occur in surveyed content of magazines. Quantitative content analysis is instrumental towards quantification of the frames. It helps to explore what are the most frequent frames and which of them are not present at all.

The analysis is preceded by a broad theoretical part. This part specifies the issues of different perception of nature, media and common concepts of nature. The frame analysis comes after. Particular depictions of nature have been organised into categories that represent nine frames of nature. At first, these frames are identified right in the content and then interpreted. The analysis concerns not only on particular depictions of nature in the textual and visual part of the content, it takes into account wider context as well. And more than that, it gives special attention to advertising part of the content analysing the way how the advertisements depict the nature and make use of it.

The results of content analysis confirmed the presumptions foreshadowed in the frame analysis. In the content of both magazines the dominant depictions of nature portray the nature as neat, virgin, healthy and nurturing both in advertising and non-advertising part of the content. This frame distinctively predominates especially in Elle. The depiction of nature is more diverse in Esquire. Esquire depicts the nature either as a play-ground and as a challenge. It is important to note that both magazines match the same characteristic – they do not reflect nature as endangered nor threatened. The depictions of nature copy the character of lifestyle magazines itself – nature is more or less presented as unproblematic and uncomplicated.