

Abstract

This thesis examines how the game magazines Level and Score cover the Czech and Slovak game development scene. The thesis uses mixed-method research, combining quantitative content analysis with semi-structured interviews. The research is based on two hypotheses, that Level magazine will cover the local developer scene more than Score, and that it will contain fewer advertisements than Score.

The methodological part is preceded by a theoretical part that explores games journalism and its connection to the games industry and the gaming community. The history of gaming magazines in the country is also outlined, with an emphasis on Level and Score magazines. There is also a chapter on the domestic development scene, which sheds light on the local issues of this profession. The main challenges are finances, lack of formal education, and the overall difficulty of working in the video game industry. However, a look at the problems of the industry on a global scale is also included.

The methodological part presents the methodology and the sample, which consists of randomly selected issues from both magazines that were published in 2020. The quantitative analysis and subsequent interviews with the editors of both Level and Score proved the validity of both hypotheses. The discussion of the results and the conclusion of the thesis explain why Level is more concerned with local developers than Score and suggests what further research might look like to cover this topic further.