

Abstract

My bachelor's thesis, titled "Motivation for Consuming LGBT+ Community Media in the Czech Republic", primarily aims to explore whether the current representation of LGBT+ issues in Czech mainstream media affects LGBT+ individuals' trust in these media and whether, and if so why, this causes a migration of this population to LGBT+ community or other media.

In the theoretical part of the thesis, I summarize the significance of the LGBT+ acronym and the term queer, and outline the main milestones in LGBT+ history and basic background information on the emergence of the global queer movement. I also clarify the concept of community and LGBT+ community media, and provide an overview of the historical development of LGBT+ community media worldwide, their current position in society, and their impact on the identity and quality of life of LGBT+ individuals. In addition to examining the media construction of LGBT+ issues in Czech and foreign media, my thesis also explores specific aspects of LGBT+ individuals within a cultural approach. Furthermore, my thesis includes an overview of the current LGBT+ community media landscape in the Czech Republic and a structured review of their current activities.

In the practical part of my thesis, I conducted in-depth focus group interviews with the help of a professional moderator. The results of these interviews assisted me in developing a tailored questionnaire, which I later distributed during the 13th edition of the Prague Pride festival.

The findings from the questionnaire confirmed my initial expectations, as most respondents believed that the LGBT+ community tends to seek information from specialized or community media. According to the majority of respondents, the search for these alternative sources of information was driven by the inaccurate portrayal of LGBT+ issues in mainstream media.

In the conclusion of my thesis, in addition to interpreting the results of the questionnaire and comparing them with Czech and international studies, I propose some possible measures that could help prevent the migration of LGBT+ individuals from mainstream to LGBT+ community media.