

Bachelor thesis „Persuasive techniques in lifestyle magazines and their effect on lifestyle-forming : content analysis of Spy magazines” generally deals with media effects on audiences. It introduces the historic development of perspectives on mass media and mass communication and the effects of media and their research. In particular it focuses on the effects of the so-called lifestyle media on the lifestyle and identity of mainly younger consumers of media products. It specifically evaluates the way in which such media present potentially harmful content. It describes typical persuasive techniques used by media in advertising, political campaigning and other types of content. It introduces main outlooks on the topics of lifestyle and identity from media and sociological perspectives. It describes the most significant methods of media content research, namely, qualitative and quantitative content analysis from the historic and methodological point of view. Using a combination of these two techniques it attempts to verify the research hypothesis predicting that media utilize persuasive techniques to present attitudes and opinions which are not immediately obvious and subsequently manipulate audiences into assuming particular patterns of behavior and thinking.