

Thesis Stadión magazine in years 1970 – 1993 deals with the sport's magazine Stadión in years 1970 - 1993. It maps political and cultural situation, structure of media market and state of sports at this time period. The thesis focuses on second half of existence of the magazine which had been issued since 1953. It analyses and describes structure of the magazine and changes and graphical aspects of every single section of the magazine. The thesis also deals with editorial team of the magazine and its' economical situation. The thesis as well introduces Olympia Publishing house, the publisher of the Stadión magazine. It describes its' position between other publishing houses. It finds out the relation between ČSTV and publishing house. It also deals with production of books and production of periodic press of the publishing house. In addition to that, this thesis finds out a quantity of political motivated articles and its' relevance to other content of the magazine. Thesis is also trying to find out an effect of the magazine to the readers. All of these findings are put in the context of normalization time period and the time period of the early nineties.