

ABSTRACT

This diploma thesis deals with the reception of the newly established Czechoslovakia by the British press from 1918 to 1922. My task was to find out how often and in what context did Czechoslovakia appear in the press and what was the difference between the image of the republic in each newspaper. Secondly, my task was to evaluate the success of the Czechoslovak propaganda in Britain. The thesis consists of two parts. The first part presents the context of the emergence of Czechoslovakia, Czechoslovak-British diplomacy aims and cultural propaganda in the given period. One chapter is dedicated to the history of the British press and includes profiles of the journals examined. The practical part incorporates both quantitative and qualitative analysis. Four broadsheets in total were analysed; *The Times*, *The Manchester Guardian*, *The Daily Telegraph* and a Sunday newspaper *The Observer*. Quantitative content analysis of *The Times* was used to determine the frequency, the length and the interest of the mentions of Czechoslovakia as well as the theme of the articles. Based on the quantitative analysis, sample time periods were selected for the qualitative section. The qualitative analysis further deepens the quantitative part and presents the explicit and implicit attributes that Czechoslovakia was labelled with. Conclusions are compared with the aims of Czechoslovak diplomacy and the media image of Czechoslovakia is presented along its development.