

We live in a time that is fundamentally affected by the media. We consume media content every day, essentially every hour and every minute of our lives. The way in which media depicts certain social groups, nations and identities significantly affects our perception of them. It has been proven that the longer we are exposed to these distorted images, the more likely we are to trust them. This thesis thus focuses on the media image of Mexico in Czech Television broadcasting. In a qualitative and quantitative content analysis, we can see that most of the broadcasted messages are negative and often refer to migration, Donald Trump's policy or natural disasters. Furthermore, given that Mexico is geographically and culturally distant from the Czech environment, the only news that makes its way into broadcasting is usually highly negative or is dependent on another elite, such as the United States. When Czech viewers are exposed to said broadcasts on a regular basis, they may get the biased impression that Mexico is a dangerous, underdeveloped country. However, it is worth noting the extent of positive information which is oftentimes being excluded, resulting in the aforementioned distorted views and opinions being formed.