

Abstract

The diploma thesis deals with the media image of the 100th anniversary of the founding of Czechoslovakia in Czech dailies Mladá fronta DNES, Hospodářské noviny and Blesk and Slovak dailies Pravda, SME and Nový Čas two weeks before the anniversary and two weeks after the anniversary. The primary purpose of the thesis is reflexion and comparison of the media image of the 100th anniversary of the founding of Czechoslovakia in Czech and Slovak dailies. The first chapter consists of the theoretical background, the characteristics of the examined dailies and specifies the research methods. The second chapter comprises a brief summary of the history of Czechoslovakia, which puts the analysis into context. The third chapter analyses the media coverage of the 100th anniversary of the founding of Czechoslovakia in the selected dailies with emphasis on frequency, journalistic genres, and inclusion in columns, thematic focus and connotations. The fourth chapter concludes the research results, answers to research questions and verifies the accuracy of hypotheses.