

Annotation

The aim of this thesis is to look for parallels in reactions and attitudes of Czech and American media towards offensive statements of presidents of the Czech Republic and USA with the focus on mainstream media. In a theoretical part of the thesis the role and function of media in liberal democracies are defined. Following part describes an actual media landscapes of USA and the Czech Republic. The main part – research, is based on the description of the media landscapes in both countries and analyzes the media reactions and attitudes towards one specific presidential statement (one by US president Donald Trump, one by Czech president Milos Zeman). Each statement had to be at most critical, attacking the media and had to raise high media response. Media reactions were afterwards analyzed using qualitative content analysis according to the principles of grounded theory. In the conclusion the categories given by the analysis are being compared and analyzed.