

Annotation

The bachelor thesis compares media images in the daily newspaper Mladá fronta Dnes in selected annual years. The 1st, 5th, 10th, 25th and 30th anniversaries of the events of the Velvet Revolution were chosen for the purposes of the work. Each of the chapters presents both the content and visual aspect of individual editions in selected historical periods.

By outlining the topics and space chosen by the newspaper, which the periodical provided to individual personalities of the era of the Velvet Revolution and events before and after the event, then present a comprehensive media image in the mentioned periods.

The thesis is divided into seven chapters. The first offers a brief historical excursion of causal and subsequent events around the Velvet Revolution and a short introduction to the daily Mladá fronta Dnes.

The main part of the bachelor thesis are the following chapters, which present individual media images in selected years, in terms of factors that may have influenced the message of the information provided and the agenda settings in the newspaper. I consider it essential to establish the topics of the researched diary and to choose the personalities that the diary chooses as important in individual periods. The design and typography of the diary have changed over time. In the same way, the owner of the publishing house changed several times. As the Prime Minister of the Czech Republic Andrej Babiš is the formal owner at the time of writing this thesis, I consider this aspect to be important and deserving of its analysis. Chapter seven compares all media images and emphasizes their most important differences using the method of comparison.

I believe that I managed to achieve the goals of the work thanks to a clear presentation of individual media images and emphasizing the biggest differences between them.