

## Annotation

The aim of this diploma thesis is to analyze the media construct of the European Union in chosen Czech mediae. The work applies to a concrete section of medial world using the method of discourse analysis and describes the structural means of the medial image of the European Union, emphasizing the ideological and political aspect of the analyzed material. The analysis is based *on* the certain period of 2018, when the presidential elections took place. This period was chosen due to the higher probability of occurrence of the required material. The material for discourse analysis was selected in the weekly magazines *Echo* and *Respekt*. The crucial criterion for the selection of these two periodicals was their explicit orientation towards conservative, alternatively liberal ideological orientation. The work describes the variability of the creation of media constructs. Due to the wide range of linguistic means, that can be used in discourse analysis, it was necessary to concretize the analysis into several partial linguistic phenomenons.

The work is mainly structured in a form of metaphor due to the frequency and the influence. In the analysis, it was necessary to proceed to a more detailed categorization of metaphor so that it could be applied to specific textual material. At the same time, the most frequent metaphorical concepts were described to find out the possible ways of reception of the medial content. In the end of the paper, there is a comparison of the possible ideological approaches of the creation of the media construct.