

Annotation

The subject of this diploma thesis is media image of the Czech first ladies in the period 1993–2020. The office of the first lady is not official in the Czech Republic, so each lady determines for herself what she will do during the term of office. Czech media monitor the activities of the first ladies and, on the basis of their activities, assign certain roles to them. According to this information, which is presented to the audience, the public forms an opinion about the wives of the presidents.

The aim of this thesis is to describe a media image of all Czech first ladies in the years 1993–2020. To obtain their media images, articles from the daily newspapers, from Lidové noviny and Blesk were chosen.

To achieve these results, a qualitative content analysis was chosen and complemented by a quantitative content analysis. Due to insufficient resources in the field of research of the first Czech ladies, foreign literature was used in the theoretical part.

The final part of this thesis contains answers to research questions, a comparison of differences in coverage of the first ladies in two different types of media and the resulting media images of all Czech first ladies.