The diploma thesis Czech mass media and Security Information Service: media perspective of the annual report of BIS focuses on the image of the annual report published by the Security Information Service (often used acronym "BIS") in selected mass media: servers Parlamentni listy, Aktualne, and daily newspaper Lidove noviny. The author is looking to answer the research question Do Czech mass media present the annual report of the BIS differently? If yes, why? The author follows the hypothesis that Czech mass media contribute a different image of BIS. The reason for these contrasting opinions lies both in the internal and external factors, such as changes in ownership structures, other relationships with the BIS, or various attributes of readers.

Firstly, the author describes existing literature, theory and its application, and methodology. Concerning media theory is explained and linked to the idea of social constructivism. At the example of selected foreign information services, the author highlights the Security Information Service and mass media relationship complexity.

In the empirical part, the diploma thesis continues with applying quantitative content analysis in the selected time range of 1996–2019. The author explains the different media coverage, frequency of media communication, and various narratives used by Czech media with comparative analysis. In conclusion, the author concludes that the other selected mass media sources covered the annual report of BIS very similarly and discusses possible effects on nuances. The diploma thesis offers a starting point for further analysis.