

## **Abstract**

This diploma thesis maps the media interest in former president Václav Havel by the Czech News Agency during the 10 years following his death in December 2011. It focuses not only on the number of reports, but also compares the individual years with regard to what events influence the number of reports that mention the former president. Using full-text searches in the Czech News Agency's Infobank, metadata codes used by the agency to classify news, and quantitative content analysis with the addition of evaluative elements, the paper tracks which topics most frequently appear in the agency's text service in connection with Václav Havel, whether the president is the main actor in the news, or what the tonality of news texts is in relation to him. The theoretical part defines the basic concepts and theories related to the social and media construction of reality, media image and media logic. The contextual part introduces in rough outlines the personality of Václav Havel. The methodological part deals with the specifics of the news text service offered by Czech News Agency and presents the research methods used. The research part presents the results of the analysis. These show that the number of news items mentioning Havel does not tend to decrease over time, but responds to events in society. The research also confirms some hypotheses, for example, that news texts mentioning Havel are dominated by news with neutral messages and that the former president is not the main actor in most texts.