

Abstract

The upcoming democratic regime and the liberalization of society related to the gentle revolution gave queer people the courage to try to claim their place in society. Despite the efforts of activists, equality of LGBTQ+ people with the rest of society have not been achieved even after thirty years. The situation is worse in Slovakia, where only 31% of residents hold the opinion that the queer community deserves these rights. This diploma thesis focuses on the media representation of the LGBTQ+ community in the Czech and Slovak periodicals between 1993 and 2022, while comparative content analysis is used as a research method. The first two chapters introduce the theoretical foundations. They present a way of communicating LGBTQ+ topics, basic terms, community development in Slovakia and the Czech Republic, and an overview of research conducted on the topic of media representation of queer people. In the next part, the concepts of media theory are explained. The third chapter deals with work methodologies, where the goal of the thesis, research questions, hypotheses and variables are determined. The last two chapters present the data obtained by analysis, data comparison and answers to the set questions. The result of the work was the discovery of positive trends, such as the growing importance that dailies attach to content with LGBTQ+ themes, increasing the space that dailies provide to them, and reducing the number of contents with negative valence. At the same time, some shortcomings were identified, such as the decreasing frequency of contents in the last period and insufficient representation of some topics, e.g. bi people.