

## **Abstract**

The subject of this masters' thesis is the perception of soft power in China and Taiwan by Czech online media. After the so-called "restart" of relations with China in the Czech Republic, China's influence through soft power has changed in recent years from a promising and successful one to a more sidelined one, which the public learns about from the media mainly through investment scandals or efforts to influence. This deteriorated image of China is being exploited by Taiwan, for which the exercise of soft power is also a way of winning allies and consolidating its place as a legitimate state. The aim of this paper is to map how selected Czech media from both ends of the spectrum of inclination towards the Chinese communist regime, namely Aktuálně.cz, Respekt, Seznam Zprávy, Sinopsis, Asiaskop, TV Barrandov and Literární noviny, report on Chinese and Taiwanese soft power in selected media cases. The results of the critical discourse analysis show that Chinese soft power is perceived negatively by the Czech anti-Chinese media, while the pro-Chinese media are more neutral. This is to some extent also due to the fact that most of the texts are taken from the Czech News Agency (ČTK), but also due to the smaller number of articles on these topics. Compared to the Chinese, Taiwanese (soft) power is perceived more positively, although it is mentioned to a lesser extent, and is mostly reported in the context of China. This thesis also highlights the ongoing collaboration between Literární noviny and TV Barrandov websites with Chinese party newspapers.