

Abstract

The influence of Zdeněk Nejedlý on the media image of Antonín Dvořák between 1948 and 1953 is a thesis that describes the representation of Czech classical composer in selected Czechoslovak media during the period in which Zdeněk Nejedlý served as a minister of culture. The theoretical part of the thesis describes the life of given personas, their reception and evolution of their relationship. It also describes the historical context of Czechoslovak media in the given time. Using quantitative content analysis, the analytical part of the thesis examines Dvořák's presence in the media and shows the ways in which his media image was created. Using the qualitative method of interpretative reading the media image is subsequently deeply examined. The analytical part of the thesis observes a broadsheet daily newspaper, a cultural oriented weekly newspaper, and a specialized magazine. This way the analytical part can describe the way of Dvořák's media representation to different audiences, and his presence in the public discourse. The thesis pays special attention to Nejedlý's articles and his way of describing Dvořák. This part of the analysis is crucial for a complex understanding of Dvořák's media image and to answer the main question of the thesis. Despite the ongoing idea of Nejedlý as an indisputable power in shaping Czechoslovak cultural landscape, the results of the analytical part confirm the proposition of Jiří Křesťan, that the power of Nejedlý is heavily overestimated – in case of this thesis Nejedlý's influence on the media image of Antonín Dvořák.