

The bachelor degree thesis “Ecological topics on the pages of Mladá fronta Dnes – a comparison of years 1998 and 2008” compares how the daily journal informed the public of ecological subjects. The press of Communist Czechoslovakia practically ignored any ecological topics. The year 2009 is the 20th anniversary of the Velvet Revolution and the reborn of democracy in the state. The new state system opened new possibilities for discussions about environment in the Czech Republic and in the world. With the new findings about global warming the ecological topics became an indispensable part of journalism. Through qualitative analysis and comparison of the Mladá fronta Dnes texts from the two selected periods (years 1998 and 2008) the thesis finds out what shifts in informing of ecological subjects happened in the period chosen.