

Abstract

The master thesis "Czech presidency through the eyes of the member and non-member country" considers with the confrontation of articles from the time period of the EU-Czech Presidency which were published in the Czech newspaper *Hospodarske noviny* and in the Swiss newspaper *Neue Zürcher Zeitung*. The work concerns with that point how both newspapers constructed the reality of the Czech Republic during its EU-Presidency. The analysis will proceed through the framing method and semiotic analysis. From the framing analysis will result the quantitative data and in the semiotic analysis is included the critical discursive analysis. The CDA will be discussed in the thesis. Media shows to the audience the secondary reality and they have impact to that what the people think about and what attitude they contain to which event. At this process participates the language. In the master thesis we would like to prove that the Swiss media Show another reality than the Czech one.