

## **Abstract**

The main topic of this thesis is to show the dog as part of the lifestyles presented by the Czech media. The first part is theoretical and is focused on the important terms related with media (media, mass media, media construction of reality), then the definition of lifestyle, the relationship between media and lifestyle and the relationship between dog and man in the past and in the contemporary society are mentioned. In the methodological part the author presents characteristics of the selected research sample and elementary quantitative content analysis, which was chosen as a research method for monitoring the media image of a dog as part of the lifestyle. Practical part of this thesis is based on a description of each article or photography which showed dogs as part of the lifestyle. Analyzed media were lifestyle supplement of the nationwide daily newspaper Mladá fronta Dnes, the national tabloid Blesk and the South Bohemian regional daily newspaper Písecký deník in 2010. Results of the analysis are presented in the final part.