

Abstract

The main aim of this diploma thesis is to provide with an analysis of the media image related to the German Forced Labour Compensation Programme (2000- 2006). The secondary purpose is to provide with an analysis of the mechanisms that were used by the selected Czech and German media in order to create an image of the Programme. The reaserch focuses on comarision of the media images and construct mechanisms used by the following dailies: Pravo, Mlada Fronta DNES and Frankfurter Allgemeine Zeitung. In total, 699 articles published in these three above-mentioned newspapers have been analyzed using a combination of qualitative content analysis and qualitative analysis methods.