

Abstract

This diploma thesis named *The Comparison of Media Image of Czech film awards – The Czech Lion and The Czech Film Critics Award in years 2011 – 2013* analyses the media image of those film awards in printed media. As a method is used the qualitative analysis – the Grounded theory and research is made from four types of media – newspapers, weeklies, cultural magazines and tabloids. The aim of this diploma thesis is comparison of articles about those awards and evaluation of Czech cinematography's media image through czech film awards.