

This diploma thesis concentrates on the media coverage of Vietnam in 2012, particularly in four Czech newspapers. Applying qualitative and quantitative method, it analyzes 358 articles, which appeared throughout the selected newspapers in 2012. This paper is divided into two parts, a theoretical and a practical one. The theoretical part describes Vietnam in the 20th century, the history of Czech-Vietnamese relations as well as the main media concepts that help to create a media image. The practical part of the quantitative method answers the research questions, which have been put forward at the beginning of the research. The data, such as the frequency of the topic during the year, topics that are usually connected with Vietnam, occurrence of the word Vietnam in headline and the amount of articles in which Vietnam is the main topic will be depicted using graphs and tables. The results of the qualitative analysis will then show, which characteristics are attributed to Vietnam in Czech daily press.