

## **Abstract**

The aim of this Diploma thesis is to create a media image of dancing issues in the selected Czech media in 2011. The research is focused on the selected Czech national dailies and weeklies and public broadcast media.

The introductory chapter deals with the dance types which were identified in the content analysis and the development of dance in the country. The space is also dedicated to the Czech dance education, theater facilities, selected dance groups and the summary of existing studies of the dance phenomenon in the field of media studies.

The second chapter is devoted to the methodology, the process and outcomes of the research part of the thesis. The quantitative content analysis was determined to be the method of the research part of this Diploma thesis.

The third chapter is based on the results of a quantitative content analysis. The chapter is focused on the current dance reviewers, whose texts were identified in the research part of the thesis. Another part of the chapter is dedicated to the publishing of dance topics in the national media and the individual communication with selected personalities of Czech dance critics identified in the results of quantitative content analysis. The final text of the chapter focuses on comparing the identified outputs in the national and professional media, placing the media content into the rubrics (pages) and the journalistic kind.

The fourth chapter is devoted to the existing and already perished professional dance journals and the dance issues published in the selected cultural journals.

The final chapter contains the outputs of the research in the selected broadcast media.

The Diploma thesis contents the compare of the national media content and the professional dance media content.