

The Bachelor thesis *The Role of the Media in the Free Speech Movement at the University of California, Berkeley* focuses mainly on the events of 1964, when Berkeley became the center of American political activism. In 1964, the university administration prohibited all political activity on the campus. The goal of the Free Speech Movement was to change this decision. The students were able to persuade the administration and their freedoms were restored. The thesis is divided into two main parts. The first part introduces the characteristics of the whole conflict, concentrates on the sources of the conflict as well as its phases and summarizes the impact and aftermath of the movement. The second part deals with the treatment of the movement by media and is divided into three chapters. The first focuses on tendency of the media to accuse the protestors of radicalism. The students participating in the movement were often called communists or beatniks. The second chapter is devoted to Mario Savio, the leader of the movement and the effect media had on his role. The media turned Mario Savio into a national celebrity, while other leading figures were completely ignored by the journalists. The last chapter concerns with the *Daily Californian*, Berkeley student newspaper, which had a big impact on the movement. Thanks to *Daily Californian* students from Berkeley could easily get information about the Free Speech Movement.