

The main aim of the bachelor thesis „Media Representation of Prague ZOO“ is to analyze and describe the media representation of this institution in daily newspapers BLESK, MF DNES and Pravo in the period from 1st January 2009 to 31st December 2011.

The theoretical part of this thesis deals with media concepts and theories, primarily with concept of representation, stereotyping and media construction of reality. This part also serves as a platform, which anchors the following practical part. In practical part, first, I introduce the method of quantitative content analysis and the specific procedure I have chosen. Then I present the results of my research and their interpretation.

The data evaluation confirms the main hypothesis, that the media representation of Prague ZOO is associated with the family of lowland gorillas, which lives there. We can say, that representation of Prague ZOO in media is created in very stereotypical framework, which has not changed in the monitored period and we can not expect any change in the near future.