

## **Abstract**

The Bachelor thesis on „Media image of the wedding of Prince William and Kate Middleton in the chosen Czech dailies” is aimed at finding out how the royal wedding was presented to the readers of the three most read Czech daily newspapers, which are Blesk, Mladá fronta DNES and Právo, the further description of the selected Czech newspapers is also the part of the thesis together with the brief profile of the Czech mass media background. As the elaborated part of the wedding was taken the period before the wedding ceremony (15. - 29. April 2011) and two weeks after the wedding (30. April - 14. May 2011). The analysis itself, which is based on combination of quantitative and qualitative methods, precedes the theoretical introduction to the basic field terminology which is connected with the content of the thesis and brief account of the details about the royal wedding, such as biographical facts about the fiancé/newly-weds, mass media view on the wedding arrangements and the wedding day. The observed mass media view is then summarized into constituent parts after each observed sequence that is subsequently concluded in the end of the thesis.