

## **Abstract**

The bachelor thesis „Media Image of Homeless People in Selected Czech Media“ deals with the construction of the media image of homelessness in daily newspapers MF Dnes and Hospodářské noviny. The examined period is from 1<sup>st</sup> December 2011 to 30<sup>th</sup> November 2012. The aim of this work is to analyze and interpret the relations between particular media contents that are related to the phenomenon of homelessness. The bachelor thesis focuses on possible differences between the analyzed newspapers as well. This work also attempts to compare the media image of homeless people and the outputs of public opinion research. The methodological approach to media image interpretation is the semiotic analysis. According to the analysis results, there is no specific way (neither positive nor negative) of presenting the homeless people that would predominate in the selected newspapers. The differences were not even detected within the individual newspapers. However, Hospodářské noviny are discussing this issue far less than MF Dnes. This might be caused by the large number of regional news that MF Dnes provides every day, while Hospodářské noviny are more focused on the business and economy issues. The results of public opinion surveys revealed mostly negative attitude to homeless people, these findings were also confirmed by the research realized within this thesis. Therefore it is not possible to agree with the idea that media are primarily responsible for that situation.