

## **Abstract**

The aim of this thesis is to describe the media image of Chile during the years 1970 – 1973 in the Czechoslovakian media. In 1970, the first Marxist oriented president in the western hemisphere, doctor Salvador Allende, was elected by people in Chile. Along with his government, put together out of the members of the Unidad Popular coalition, he made the first steps towards the creation of socialism in Chile. These efforts claimed the attention of the media in the Eastern Bloc, including the Czechoslovakia.

The bachelor's thesis examines the media image of Chile in three Czechoslovak daily newspaper, that is Rudé právo, Mladá fronta and Lidová demokracie. The chosen research method is qualitative content analysis. The examined time periods were following events: the victory of Salvador Allende in the presidential election, the nationalization of the Chilean copper industry and the military coup of General Augusto Pinochet.

The thesis builds upon an extensive theoretical part describing the historical and international political background of the events as well. A lot of attention is also dedicated to Chilean-Czechoslovakian relationships, which were based mainly upon Chilean-Soviet relationships.