

Abstract

The topic of the bachelor thesis is “Media Image of The Danish Director Lars von Trier in Contrast of A Professional and A Popular Magazine.” Media image is a very broad term that deserves a more detailed explanation. It contains several aspects of the media as well as cultural and social areas: a construction of the text, a way of how to work with information, services for the readers, the elements of art journalism or the principles of the proper use of the Czech language. Last but not least, objectivity, the semiotic semantic encoding of texts, the policy of selected printed periodicals and ultimately, the personal and the professional life of the films’ creator including his works.

The thesis represents the controversial filmmaker Lars von Trier in the context of his work and personality. Emphasis is placed on journalistic work at the weekly periodical *Reflex* and the quarterly magazine *Film and Time (Film a doba)*. Selection is not random - its purpose is to highlight the diversity of styles of the popular and specialised periodicals, as indicated by the term “contrast” in the title of the bachelor thesis. Analysis of individual materials, mentioning von Trier (and consequent approaches) is the core of the thesis. My goal is to summarize the results of reporting about the director and the resulting overall characteristic. I describe how the media form an image of the personality and whether it corresponds to reality. The work introduces what magazines primarily focus on and what the main differences in the discourse of popular and professional periodicals are. It also demonstrates the types of reviews, views on personality, media presentation and the transience of art manifestos.