

## **Abstract**

The diploma thesis "Media Coverage of Prague Public Transport Company" intends to describe the media image of the company in selected Czech dailies *Metro*, *MF Dnes*, *Právo* and *Pražský deník* during the years 2011 and 2012. A total of 680 articles were analyzed both quantitatively and qualitatively systematically describing their content during the period mentioned. The theoretical part introduces the reader to a broader context and serves as a platform anchoring the practical part. At first this part introduces the chosen methodology and then the results and interpretation. The quantitative content analysis explores how often and how much the topic appears in print media, its timing during the given period, and deals with researching of mainly published topics mentioned in press and their relationships in connection to Prague Public Transport Company. The thesis also focuses on the types of articles (hard news and soft news) and also examines which actors appeared in the selected newspapers. The next part deals with the linguistic interpretation of individual statements about Prague Public Transport Company, therefore, in what areas is the subject of analysis evaluated positively or negatively, on the basis of the attributes of language resources and comparison. The obtained data evaluation leads me to rejection of the main hypothesis that the media image of the Prague Public Transport Company is mainly associated with an unfavourable public procurements, tenders and contracts.