Abstract

The bachelor thesis describes the media image of the International Film Festival Karlovy Vary from 1990 to 2012, and tabloidisation of printed newspapers on the example of the festival also in these years. At first there is devoted to historical and current form of the festival and presents theories related to infotainment. The research part is based on a quantitative content analysis. Selected daily newspapers are: Právo, Mladá fronta Dnes and Lidové noviny, selected years are: 1990, 1997, 2004, 2012. Analysis has shown that media interest in the Karlovy Vary film festival during the reporting period increased significantly. Právo devoted the most space to the festival and also published the most photos. In this period can also be traced clear increase of tabloidisation, which was reflected most in the journal Právo and at least the Mladá fronta Dnes. In 12% of the articles published in Právo that was dedicated to the festival can be found at least one character own tabloids.