

Abstract

The main topic of this bachelor's thesis named *Media Image of Prague's Private Art Galleries in Mladá fronta or Mladá fronta Dnes in 1990-1992* is the depiction of Prague's fine arts' scene in this selected national daily during the period of so called spontaneous media privatization. The thesis aims to find out – by means of a combination of quantitative and qualitative approach to content analysis – whether the readers had the use of enough information about Prague's (particularly private) art galleries.

The thesis consists of a theoretic and an analytic part. The first one is an overview of the historical context of media and culture during the socialist period in Czechoslovakia (1948-1989) followed by the description of media transformation after the velvet revolution and the fall of the totalitarian regime in 1989. Described events were chosen so that they are related to the development of printed media and cultural changes mainly in the field of fine arts at that time. The analytic part is itself the analysis of the daily *Mladá fronta* or *Mladá fronta Dnes*, which was privatized right after 1989. In the transformed cultural field of Prague there were some new private art galleries established and the subject of interest here is to find out, how the daily reflected these events between 1990 and 1992. Quantitative method of coding of selected content categories is followed by an application of qualitative approach and an attempt to interpret and justify discovered phenomena in the final part of the thesis.