

## **Abstract**

The thesis introduces the media image of Africa in the public of broadcasting Czech Television from 2009 to 2013. Africa is the continent with huge potential but in the minds of people it is connected with coup d'état, wars, poverty and famine. Czech Television is the public media which should offer viewers the most balanced broadcasting due to its position in the media market.

The theoretical part of this thesis presents the theory of media construction of reality, the principle of agenda-setting and news values and some of these the analytical part has confirmed. The thesis also approaches to the African continent from political-economic and geographical perspectives.

The analytical part of this thesis was based on quantitative and qualitative content analysis. The thesis researches the news, opinion journalism and documentary with notion of Africa, also focuses on differences between the media image of each geographical area of Africa and distinguishes between Czech and foreign production.