The purpose of this thesis is to evaluate the shift of media picture of violent sexual techniques in years 1990-2011 in Czech Republic during the media and society liberalization of new liberal state. Theoretical part of the document is based on the theory of social construction based reality and the media messages construction (gatekeeping, agenda setting, news values). Analysis is based on the Newton Media Search data resource → electronic database collecting publishing material from major media in Czech. 937 articles published between 1998 and 2011 containing keywords were analysed. Quantitative analysis was based on the development of frequency of publication articles with the keywords from BDSM area. Qualitative analysis based on semiotic a discourse analysis was also made to prove the shift of theme media presentation.