

Abstract

The bachelor thesis *Anděl Awards in media: From its foundation to the present day* is analyzing a reflection of Anděl Awards in the Czech media. For this purpose, the following media were chosen: two major broadsheets Mladá fronta DNES and PRÁVO, social magazines Respekt and Reflex, music magazine Rock and Pop as well as internet sites Musicserver.cz and Musicserver.cz.

The thesis is using a quantitative content analysis to prove whether the nature of the articles in Czech media is rather positive, negative or neutral. Apart from the analysis, it also observes the evolution of Anděl Awards, the composition of the academy, the method of voting, awarded artists and the ceremony itself.

The first part of the thesis is focusing on a description of history of twenty three years of Anděl Awards, along with their milestones and significant moments. Also, there is a presentation of other music awards in Czech Republic as well as the reasoning why Anděl Awards were chosen for a detailed analysis. Next, the most important concepts of media theory are defined as they are later on used in the analysis.

At the beginning of the second part, the methodology is set as it will be followed during the review of media articles. The main part of the thesis consists of analyzing all the relevant articles concerning Anděl Awards using a quantitative content analysis with focus on the most important years (1997-1998, 2002-2003, 2008-2009). In a separate chapter, the thesis is also analyzing possible impact of the Anděl Awards on sales of albums. The final chapter reviews the final data and eventually confirms or denies the hypothesis.