

## **Abstract**

The aim of the diploma thesis *Media image Prague Pride in 2011 and 2013* is to analyze the representation of LGBT community in the media, define the basic concepts, historical context and media stereotypes associated with it. The carrier backbone of this work is a media image analysis – of the first and third year of Prague Pride festival, which for the queer community meant a crucial milestone. Prague Pride is interesting for more points of view. Although a minor topic, the gay pride has attracted lots of media attention due to great political issues connected with it. The analytical part is limited to a sample, composed of three prestigious weekly magazines (Respekt, Reflex, Týden), their media contents, image attachments and photos are the subject of the analysis. The conclusion of the thesis offers some extent confirmation or disproof of the hypothesis about reflecting stereotypical LGBT minority which stands often behind a hostile attitude and the gap between the majority and this sexual minority.