

Abstract

The goal of this work is to analyse the depiction of Czech journalists in political and social area in changing historical, political and working conditions and assessing the current image of the editor in chief of Respekt, Erik Tabery. The theoretical part of the work analyzes the image and its relationship to stereotypisation and myth. The journalist occupation is introduced in its function in different societies and ownership structures. The image of journalist is explored in two different historical and political eras, in the totalitarian regimes and free society. Working with the stereotype (myth) about journalists is shown in the Karel Čapek's feuilletons. The practical part of the work focuses on creating the image of Erik Tabery and in the time-span of 10 months based on monitoring the outputs of media, which mention his person or in which he presents himself. In the framework of self-representation the thesis analyzes Tabery's outputs in articles, interviews, one public lecture, one television program and social networks Facebook and Twitter. Printed and electronic daily journals including blogs and also blogs with evaluating comments on social networks are used in describing popularity of the journalist. Final part of the work assesses Tabery's relationship to myth.