

This diploma thesis researches the impact of a literary prize on the media image of the awarded book in 2012. More precisely I pursue these awards and winning titles: Jaroslav Seifert Prize (Vladimír Binar: *Čiňanova pěna*), Jiří Orten Award (Vratislav Maňák: *Šaty z igelitu*), Josef Škvorecký Award (Kateřina Tučková: *Žitkovské bohyně*), Magnesia Litera – The Book of the Year (Michal Ajvaz: *Lucemburská zahrada*).

First I analyse the change of the quantity (the number of references and the share within the text), then I focus on the modification of the journalistic assessment of the title (on the scale positive – neutral – negative). In first case I use a quantitative analysis of media content, in the second case I use a comparative semiotic analysis. My sample are these Czech periodicals, in alphabetical order: A2, Aktuálně.cz, Hospodářské noviny, Host, iDnes.cz, Lidové noviny, Literární noviny, Reflex, Respekt, Tvar.

The main output is a discovery, how the Czech print and online written media reflect the results of the literary prizes, also I (try to) determine the media power of each award.