

Abstract

The thesis “Monument as the materialization of memory in relation to the current generation and the role of the media” is devoted to the analysis of media discourse of contemporary memorials. The discourse of contemporary memorials is represented in the thesis by media coverage in the Czech periodical printed media regarding to two memorials installed in the Czech Republic. The first is a monument of General Patton in Pilsen and the second is a monument of the Czechoslovak RAF aviators in Prague – Klárov. Examined media coverage related to memorial scandal in *Deník VLP*, *Mladá fronta DNES*, *Lidové noviny*, *Blesk*, *Metro*, *Haló noviny* and *Právo* belong to the years: 2005, 2009, 2010, 2014 and 2015. The form of contemporary memorial discourse was examined with the help of multiple methods including quantitative analysis and qualitative analysis represented by textual and argumentative analysis. Based on the combination of the mentioned methods basic form of the discourse of contemporary memorials was described with the main focus on media communication containing the topic of foreign affairs and the concept of memory. For this purpose, Marshall McLuhan’s perspective was used, which describes the media exposure of artistic interpretation, or the concept of memory as described by Pierre Nora. The various aspects affecting the appearance of the media discourse related to monuments were described in the theoretical part of the thesis. Through the example of two selected monuments within the discourse it was noted that there was a high degree of subjectivity in media communication, which is being demonstrated by media genre as well as the actual content of the media coverage. The relatively high level of negativity within media coverage and strong linkage to foreign affairs and the concept of memory were further revealed. Textual and argumentative qualitative analysis revealed a strong position of the author of the media coverage, legitimizing his claims through consumer and implicit proclamation of good intentions towards the consumer of the media coverage.