Abstract
The main aim of this thesis is to prove that the style of news coverage of one topic in three
different Czech newspapers differs significantly, based on ideology of authors and
newspapers too. News reporting should be informative, unbiased, without assessments of its
author. However the resulting article is always biased in some way.
The author doesn’t have to use evaluating words to evaluate; he or she can affect the result by
choosing right speakers, placing them in favorable or disadvantageous position or even cut
them out of the text. The author can choose which story to tell and which frame to use.
This thesis focuses on crisis in the Institute for the Study of Totalitarian Regimes in April of
2013, when the director Daniel Herman was dismissed and new director Pavla Foglová was
appointed. This event is suitable for the study of (hidden) evaluation and ideology, because it
is closely connected with communist history of Czech nation - everyone has some opinion
about it, journalists included.
After the theoretical explanation of main terms and concepts like signification, discourse and
ideology comes the analysis of three non-tabloid Czech newspapers: Lidové noviny, Mladá
fronta DNES and Právo. Their story is the main subject of this thesis.