Abstract

The intention of my thesis is to analyze "the image of Jana Nagyova on media scandal „Abuse of Military Intelligence“ in the period of June 12st 2013 to December 31th 2013. It is dependent on every single phase of that case and incorporating the large social effects as well.

I focused on the semantic forms of the headlines printed by daily Blesk, Mlada fronta Dnes and Pravo. In this research, I decided to use a quantitative analysis and the qualitative analysis as well. Both of them based on the answering of the basic hypothesis. This hypothesis is called: how was the media presenting Jana N. before getting the verdict in this cause? To be more specific: if that all these headlines could prepare to affect the reader’s perception of Jana N. including her judgment in the moral, the social or in criminal law. I also tried to analyze if it could be possible to find the basic differences between the newspapers as it is so-called and the investigative journalism in general.

My thesis is divided into three main parts. The first one is based on the theory and it contains a description of that cause and a short theoretical excursion. The second part contains a description of the research methodology following the essence of that analysis. It continues by presenting the analysis and its results like the third part. In conclusion of my thesis it is possible to confirm the hypothesis that Jana N. was convicted by social media blame, without having to prove it according to law.