

Summary

Hotel and transmitter on Ještěd is nowadays regarded as one of the most important buildings in our country. Besides the statute of the national cultural monuments it also won the title Czech building of the century and is also trying to be registered on the UNESCO list. While this building was created nobody could predict how famous this artwork is going to be in the future. After winning the prestigious Perret Prize it had already become clear that Ještěd is not just any hotel.

Therefore the lack of interest of the contemporary media is quite surprising. This thesis was forced to be based on a relatively small sample, only 58 articles relating to Ještěd were found at the end. When choosing a topic I expected a much larger number of articles and thus to obtain more information.

Also the absence of information in the architectural magazine *Československý architekt* was very surprising. This magazine, for example, typically published planned and ongoing architectural competitions, but no mention regarding the architectural competition for new facility on Ještěd appeared there. In the monitored years no article on the topic was found (except for a brief mention about Karel Hubacek being awarded the Perret Prize), despite the fact that *Československý architekt* was investigated throughout the whole year of the key moments of Ještěd, not just the quarter like the other periodicals. This was mainly because of the small size of the magazine and the frequency of its publishing. During my research I realized that this magazine apparently could not respond to events as flexibly as daily or weekly newspapers, so I decided to follow a longer period.

The change in the monitored period makes a minor deviation from the project of the bachelor thesis. Originally two months before and two months after the event was supposed to be examined. However, only two of the chosen key moments were planned beforehand (the foundation stone and opening of the hotel), so there was a presupposition of media interest, and therefore the four-month period of survey was respected. Even in these cases, however, it was not necessary to examine such a long period; most of the reports appeared up to one month in advance before the event.

The period of the other key moments was shortened to one month before and two months after the event; logically the media could not inform about the events in advance when these were not expected. For *Československý architekt* I extended the period as already described above.

In this work I often faced a problem of a lack of relevant information. Although Ještěd is a very popular topic, there is not a lot of resources that provide details about its origin. Most of the information related to the construction of Ještěd are basically legends passed orally. Construction diaries and complete records of the construction are unfortunately missing. ¹ Therefore, it was uneasy to try to compare the information in the media with reality. The reality is often unknown or distorted by the oral transmission.

This work did not (and even did not intend to) find out if the media were giving their readers truthful information and reports about the construction of Ještěd hotel. Its main task was to chart the interest of the press in this topic and to compare its change after the events of August 1968. I believe that to a certain extent it managed to fulfill this task and that in the future this work will become a helpful instrument for further research of the history of this remarkable piece of architecture.