

Abstract

This Bachelor thesis deals with media image of Brexit in Scottish media, particularly in three chosen newspapers The Herald, The Scotsman and Daily Record, considering specificities of the Scottish culture. The thesis focuses especially on reactions in opinion articles towards the referendum about leaving the European Union and coherent separatistic atmosphere one month before and after the historical voting (from 23rd May until 23rd July 2016). Firstly, this thesis provides theoretical facts including the historical context, a description of a political situation in the UK and Scottish culture or a definition media background in Scotland. The author assumes referring of authors of opinion articles about Brexit was crucially influenced by the perception of "Scottishness", which defines Scots from their British neighbours, most importantly Englishmen. The goal of the thesis is not to discover, how many articles were published but what were the most often mentioned topics, what Scottish authors regarded as important and how did they face the idea of Scottish independence in connection with the results of the Brexit referendum.