

Abstract

The bachelor thesis titled „The Media Image of the Czech Republic in Arabic Web News“ is focused on the analysis of the media representation of the Czech Republic in Arabic Web News, namely in al-Jazeera, al-Arabiya and ORTAS. This analysis is focused on the period from June 2015 to June 2016. This was mainly due to the fact that in Europe culminated the migration crisis and in the Czech Republic escalated the anti-Muslim moods and also there were demonstrations against refugees and new anti-Muslim movements. The overall goal of the thesis is to determine how the media image of the Czech Republic is presented in studied media and how are the resulting media images different from each other. The analysis has been made by combining quantitative and qualitative content analysis on a sample of 434 contributions that mentioned the Czech Republic. Through a quantitative content analysis the thesis find out which media space the Arab media has provided to the Czech Republic. After obtaining the results of quantitative content analysis and identifying the key parameters, the thesis tries to explore the deeper causes and the broader context by using qualitative analysis.