

Abstract

The bachelor thesis is dealing with issue of Islam and its presentation in the serious journals. The thesis is divided into two parts. It introduces the basic terms regarding medial logic and its concepts. It also deals with the Islam itself and its history regarding Europe and Czech republic. This first, theoretical part also shows the concepts that are oftenly connected to the Islam. In the second, empirical part, I identify by quantitative analysis how was the presentation of Islam week before and after the terrorist attack on Charlie Hebbo in Paris in January 2015 changed. In the quantitative part, I mostly focused on authors of media articles in the journals. With the help of quantitative analysis, by the method of embeded theory to be more specific, this thesis is evaluating several interviews with the authors of the articles. The aim of this work is to have better understanding of what have created the mindset of the author towards Islam and towards final artical in the serious media.