

## **Abstract**

This thesis examines the media coverage and image of the National Gallery in Prague from 2010 till 2013. During this period, in 2011 Milan Knížák was removed from the post of Director of the National Gallery where he was since 1999. He was replaced by Vladimír Rösler, who was dismissed in 2013, Vít Vlnas was designated the director of the gallery in his stead. Jiří Fajt was selected as the Chief Director in July 2013, but he wasn't appointed until July 2014. The main source for research will be relevant articles published in the selected press (Lidové noviny, Právo, Mladá fronta DNES, Hospodářské noviny). The aim of the thesis is to describe and analyze the way the media reported about events related to the management of the National Gallery in Prague. It will try to answer the question why this institution is given such weight and importance as to whether it is related to the concept of "national" in the name of the gallery. This can evoke the connection with other institutions that have this word in the name. There are some expectations connected to this "national" title, but there are also certain responsibilities associated with that. The work will also look at the media space given to the gallery's leadership and how the media express themselves considering this subject. This can fundamentally affect the final image of management. It can also be assumed that the frequent exchanges of directors in this institution may reflect on its image in media and its perception as a cultural institution.