

Annotation

The diploma thesis aims to find out what was the media image of the end of the Mayan calendar as the supposed end of the world in 2012. A number of theories, reflections and predictions were made about what would probably happen on December 21, 2012.

The apocalyptic predictions of the end of the world appeared most often. Probably due to deeper ignorance of the theme and attractiveness of catastrophic scenarios, the end of the Mayan calendar has become a widespread phenomenon that resonated across society and has become a frequent subject of media stories.

The analysis of media content investigated the extent to which the 2012 phenomenon of the selected media was really devoted, what kind of approach to the topic the media took and whether it encouraged fear or uncertainty in society. The thesis provides a sufficient theoretical basis and historical context that the subsequent analysis can then rely on.