

Annotation

The "Brady affair" took place during autumn 2016 and became the subject of enormous interest within all Czech media. It also raised a wave of protests among famous personalities and citizens of the Czech Republic, dividing the public. At the heart of the dispute was the statement by Daniel Herman, a former Minister of Culture of the Czech Republic. Herman alleged that president Miloš Zeman nixed a state decoration to Holocaust survivor George Brady after Herman, Brady's nephew, met with the Dalai Lama against Zeman's wishes. President Zeman denied the claims, with representatives saying the dropped award had "nothing to do" with the meeting. The "Brady affair" was thoroughly discussed on both Czech Television and Nova TV. This thesis discusses the results of the content analysis of the main television news programmes of both Události and Televizní noviny. The analysis focuses on the position of the case in the news agenda of both broadcasts. It also focuses on the assessment of the objectivity, basis in facts and neutrality of expression, as well as the tendency of both editorial offices to use narrative elements in reports. The assumption was that if objectivity, lack of neutrality or any bias of one or the other side of the dispute were apparent in the analysis, it would probably be TV Nova's commercial TV station. However, the results of the analysis yielded surprising conclusions, as they did not confirm this assumption. The non-objective approach, despite expectations, appeared in the public television broadcaster Události.