

Abstract

The bachelor thesis „Media reflexion czech contemporary architecture in czech periodical“ deals with research media representation contemporary czech architecture in daily newspapers Pravo, Lidove noviny and periodical Reflex in the period from 1st January to 31st December 2012 and 2016.

The theoretical part of this thesis explains media concepts, describes concept of representation and stereotype represantion. Next part of this thesis deals with subject of contemporary architecture, focus on status of architecture in society and also on the relationship of architecture and media.

In partical part, first, I Introduce to the metod of quantitative content analysis, then I explain the procedure of reaserch. Then I presents the results of the reaserch and their interpretation. The evaluation of reaserch data I reply reaserch questions and partly disclaims the hypothesis.

Czech contemporary architecture in newspapers and periodical is found mostly in Home News and supplements. We can say, that the representation of this subject in media is created in stereotypical framework. The range and the genre of articles depend of the place in structure of media. The thematic agenda of czech contemporary architecture is really various and diffused. The subject of reaserch is associated with family houses and with public building. Projets of new architecture are reasons for political debat and for media issues. In daily newspaper Lidove noviny and periodical Reflex are mainly long critics and articles, in daily newspaper Pravo are short reporting articles.