

Annotation

In my thesis Operation 'Allied Force' in Selected Czech Daily Newspapers I am tracing the representation of the topic - NATO's air strikes in the former Federal Republic of Yugoslavia (the so called Operation 'Allied Force') in 1999 in selected Czech Daily Newspapers.

I am observing the effects, media's impact, frames and agenda setting. To support the integrity of the topic I added a chapter about the Kosovo crisis which enlightens the initiation of the air attacks.

Furthermore, and mainly I am focusing on professional studies dealing with military news. The dominant theme of these articles is the foreign media coverage of the Kosovo War. In the experts' outputs I predominantly center on their choosing and the method of analysis, on which I then base my analysis on. I decided to use the method of the quantitative content analysis for my own research.

The first period of exploration is the bombing period (March 24, 1999 - June 10, 1999). Here the aim of my analysis is to find out what attention have the daily newspapers MF Dnes, Hospodářské noviny, Právo and Blesk paid to the Operation 'Allied Force'. In addition, I followed the placement of the articles, media resources and also the presentation of topics and actors.

The second period of my investigation starts with June 11, 1999, the day after the air attacks, and ends with June 1, 2018. Here I follow the evolution of the selected newspapers' attention drawn to the topic.

I evaluated the analysis as a whole for all the selected newspapers and compared all the selected daily newspapers with each other.