

Abstract

The subject of this thesis is the analysis, evaluation, and comparison of the media image of Václav Havel as a president in the context of selected events in the newspapers Rudé Právo / Právo and Lidové noviny. The theoretical part includes the biography of Václav Havel divided into three main time intervals and their subchapters. The purpose of the CV is to understand the content and context of analyzed newspaper articles in the following part of the work. The practical part includes a description of the characteristics of analyzed journals and media research methodology. The main part of the analysis is the interpretation of the results of qualitative research analyzing journalistic articles from selected periods about Václav Havel using the Grounded theory. The aim of this thesis was to find out how the media reported about Václav Havel in the context of their original political differentiation. That was achieved through research questions and answers.