

Annotation

The bachelor thesis *Media Image of the Wives of Czech and Czechoslovak Presidents on CTK's Photographic Archives* gives us picture of the first ladies from Czechoslovakia and Czech Republic. This thesis also analysis their media image through photographs since 1918 until 2019. The first part of this thesis introduces us the basic knowledge of photojournalism and overview of the lifes of all first ladies of Czechoslovakia and Czech Republic. Analytical part of this thesis introduces us research of development and differences in taken photographs of the first ladies. Results of research show us comparison of media output with consideration of historical, cultural and society wide evolution.