

## **Abstract**

The subject of the diploma thesis „Representation of the Czech Republic in French press“ is the analysis of articles mentioning the Czech Republic in French daily press Le Figaro and L’Humanité. The analysis is performed by mixed method, whilst the quantitative part of the analysis is performed by content analysis and the qualitative part is performed by constant comparative technique. The research sample consists of 515 articles of both titles containing references of the Czech Republic published between the years 2017 and 2019. The aim of this thesis is to achieve answers to the research questions related to the agenda of the topic, the media image of Czech politics and politicians, the representation of relations between the Czech Republic and France and the relevance of the typology of cultures presented by Geert Hofstede. The thesis consists of the theoretical part and the performed research. The first part contains chapters describing various approaches to media representation, Hofstede’s typology of cultures, the development of the relations between the Czech Republic and France and the nature of the French press together with information about specific press. The research part summarizes the methods used for the analysis together with a subsequent interpretation. The outcome of the research are the answers to the research questions defined at the beginning of the analytical part.