

Annotation

The bachelor's thesis focuses on the quantitative content analysis of the media image of the national holiday of the end of II. World War in the period from 1980 to 2020 in the main news broadcast of Czechoslovak and Czech Television. The aim of this work is to describe the development of the media image, which changes during the changing political regimes and changes in the function of television, which at this time survives from the function of national medium to the medium of public service. The possibilities of the bachelor's thesis examine the changes in the media content of the national holiday in connection with its historical interpretation, which has changed several times within the news and Czechoslovak and Czech laws. In the theoretical parts of the bachelor's thesis focusing on public holidays in society, role of television as important medium during national and religious holidays and historical conversation with the Czechoslovak and later the Czech national holiday at the end of II. World War, the name itself. They use all these aspects of the bachelor thesis so that they can be used for scientific questions. How the media image of the national holiday of the end of World War II changed in news programs provided the greatest space and how it was reported.