

## **Annotation**

The so-called Christmas Crisis of the Czech Television is a sequence of events at the turn of 2000 and 2001, when the editors of the Czech Television news, with the support of leading Czech politicians connected with the Four Coalition, rebelled against the officially elected leadership of the Czech Television. During this three-month crisis, we were able to watch something until then absolutely unprecedented on our TV screens, namely dual broadcasting. On the one side the official broadcast under the leadership of Jana Bobošíková, and on the other side the so-called pirate broadcast of revolting CT employees. The main goal of this bachelor's thesis is to draw the overall media image of the Christmas crisis of the Czech Television with the help of quantitative content analysis. The work is divided into three parts, namely theoretical, methodological and practical. The theoretical part deals with the topic of the media image, the construction of media reality, news, etc.. Subsequently, I focus on the sequence of events of the Christmas crisis on Czech Television from the beginning to its end. The last subchapter characterizes the analyzed newspapers. In the methodological part, I first describe the quantitative content analysis at the theoretical level, and then I describe in detail how I applied the method in my research. The practical part is focused on specific research results, answers research questions and hypotheses.