

Abstract

The master thesis Czech and Slovak media representation of the dissolution of Czechoslovakia is concerned with the way in which media portrayed the dissolution of Czechoslovakia. Through the analysis of articles on the topic in question it examines the media image created by each newspaper respectively, by Czech and Slovak newspapers as two units and the overall image based on all of the collected data. Three Czech (*Mladá fronta DNES*, *Rudé právo* and *Blesk*) and three Slovak (*Smena*, *Pravda* and *Nový Čas*) newspapers served as the source for the analysis. Articles from two periods were collected – from the time the act on the dissolution of Czechoslovakia was passed and from the time the actual dissolution took place. The aim is to establish the overall media image of the dissolution of Czechoslovakia, but also to compare and contrast the image created by Czech and Slovak newspapers and to study their differences concerning the overall positive, negative or neutral image as well as the implemented media frames. In addition, the thesis also focuses on the different portrayal of the dissolution in right-wing and left-wing newspapers and broadsheet and tabloid press. The final confrontation of the results with public opinion surveys is also important as it proves the connection between the media agenda and the public agenda. Consequently, it is possible to perceive this thesis not only as an analysis of media representation, but also as an analysis of the public opinion from the time of the dissolution of Czechoslovakia.

Keywords: Czechoslovakia, dissolution of Czechoslovakia, media representation, public opinion, quantitative content analysis, *Mladá fronta DNES*, *Rudé právo*, *Blesk*, *Smena*, *Pravda*, *Nový Čas*