

ABSTRACT

The diploma thesis introduces the media image of Korean Peninsula within the news of Czech Television from 2015 to 2020. Korean Peninsula is an incredibly interesting area in terms of history, politics, economics, culture and international relations, including relations between the two Koreas and the Czech Republic. Czech Television was chosen to depict the two state units existing on the Korean Peninsula, which should - due to its specific position as a public service medium - provide viewers objective and impartial news.

The theoretical part introduces the basic concepts and theories, focusing on the media public service broadcasting, media construction of reality, gatekeeping and agenda-setting. Considerable attention is also given to Czech Television itself and the Korean Peninsula, where among the other things, the key historical moments of this region are briefly explained and the media environment of both Koreas is overviewed closely.

In the practical part, the collected data is analyzed, both quantitative and qualitative methods. Within the content analysis, the data are sorted by frequency, order, topic or tone of the content. It includes an analysis of the most frequent terms and their possible change during the time. The results and finding are summarized at the end of the work and presented to reader along with the answers to the hypothesis and research questions.