

## Abstract

The purpose of this thesis is to show how the image of Jiří Kajínek in the media changed over time, from the time he was first identified as a suspect in a double murder in November 1993 until the spring of 2017 when President Miloš Zeman pardoned him. The work also follows a period of one year after the granting of a pardon in order to capture changes in the presentation of Jiří Kajínek in the media. This thesis should also respond to the question of whether Jiří Kajínek was presented by the media as a celebrity after his release. To determine how the media informed about Jiří Kajínek, a quantitative analysis was used, the last period, ie the period of one year after Jiří Kajínek's release from prison, was further analyzed by qualitative method, specifically the framing method. I analyzed texts from three daily newspapers, *Právo*, *Mladá fronta DNES* and *Blesk*. Among other things this research showed that in the course of the change in Jiří Kajínek's presentation, instead of interpreting his persona as a murderer and recidivist with two examined newspapers - *Mladá fronta DNES* and *Blesk* – there were discovered other interpretations, such as interpretation as victim or as a celebrity. In the newspaper *Právo* the interpretations did not change so significantly. Jiří Kajínek's interpretation as a celebrity also prevailed in the daily newspaper *Blesk*.