

Abstract

The diploma thesis *The CEZ affair from the perspective of the Czech and Bulgarian press* deals with the media portrayal of the unrests in Bulgaria in February and March 2013, which were caused by the high prices for electricity that had been supplied, among others, by the parastatal Czech company CEZ. This company became a symbol of the protests. The basis for the analysis and comparison consists of the Czech dailies *Mladá fronta Dnes*, *Právo*, *Hospodářské noviny* and the Bulgarian dailies *Trud*, *24 chasa* and *Standart*. The reference period is February 2013, when the protests began and subsequently culminated at the end of the month.

This work aims to describe how the whole affair was depicted in selected examples of Czech and Bulgarian press. Subsequently, these two approaches are compared.

In addition to the analysis, the thesis also touches the topic of modern history of Bulgaria and an outline of Czech-Bulgarian relations. The individual periodicals used for the analysis, as well as the energetical concept of Bulgaria are introduced in order to achieve easier understanding of the entire problem.