

Bachelor thesis The picture of the Czech Republic in the magazine The Economist, with an emphasis on the Czech EU Presidency focuses on the analysis of the media picture of the Czech Republic and its main actors on the events taking place in the period between 2004 and 2009. Qualitative analysis of media content was used for the treatment of data, being categorized and divided into three level of analysis. First level is represented by the analysis of the media picture of the national political situation in the Czech Republic. Subsequently the picture of the Czech Republic is presented at the European level, especially with an emphasis on the relation with the European Union. The last level of the study is the picture of the relationship of the Czech Republic and non-EU countries. It pays special attention to the analysis of the news values highlighted by The Economist.