

The bachelor thesis named „Summits between USA and USSR in 1985 and 1988 in Czechoslovakian Press” deals with the presentation of the summit meetings in Geneva and Moscow in contemporary Czechoslovakian newspapers and compares it with regard to the development of relations between the two superpowers and the change in the media environment of the Soviet bloc. In the theory section the thesis provides relevant historical context of the theme, such as information on censorship in Czechoslovakia or the policy of Glasnost, and characterizes both the monitored periodicals and the summit meetings between Ronald Reagan and Mikhail Gorbachev, which took place in the second half of 1980's. The practical part covers detailed qualitative content analysis of the selected Czechoslovakian press, that is the Rudé právo, Zemědělské noviny and Svobodné slovo dailies. The presentation of the summit meetings is then summarized with regard to the employed journalist techniques, the topics covered in contemporary periodicals and the characteristics of the summit meetings in specialized literature. In the end the thesis compares the presentation of both summit meetings and searches for the cause of respective differences and the development of the media presentation of the events. The conclusion of the thesis then recapitulates all the discovered facts.