

The dissertation *The Media Image of Joseph Goebbels in the Czech press between 1933 and 1945* deals with the way the personality of Joseph Goebbels is constructed in media contents. The text introduces basic concepts of media studies such as ideology, hegemony, discourse, stereotypization and power. The theme of media image construction is treated with the emphasis on historical context and the actual distribution of political power in concrete periods of democratic and totalitarian society, that had evident consequences on media functioning. Historical context is essential for the interpretation and understanding of construction of Joseph Goebbels's image and its development.

The text reveals the structure of media image of Joseph Goebbels as a complex constructed between 1933 and 1945 in the Czech press and then shows the differences in Joseph Goebbels's personality points of view of daily journals in selected periods.