

The bachelor thesis is about the portrayal of four key moments in the life of Martin Luther King, Jr. in contemporary Czechoslovak media in the 1960's. We picked three main contemporary dailies: Rudé právo, Svobodné slovo and Mladá fronta. We analyzed the following events: the march on Washington on August 28th, 1963, the announcement of the Nobel Peace Prize laureates on October 14th, 1964 and the ceremony on December 11th, 1964, the so-called Bloody Sunday on March 7th, 1965 and the following march on March 21st, 1965 and the assassination on Martin Luther King, Jr. on April 4th, 1968. The analysis includes texts that were published one week before the event and two weeks after it. With this interval, it is possible to cover the main texts about the event and consequential events. The thesis compares the objective portrait made by contemporary and present history sources and the contemporary media portrait by analyzing the language means and resources. The aim of the thesis was to determine the difference caused by the regime control over media contents and the limitations of information resources.