

The diploma thesis „The media image of the Occident in magazines Obzory and Tvorba in 1945-1948“ examines by using quantitative content analysis the portrayal of the Western world in provided magazines. It can be assumed that the magazines wrote about the Occident differently. Tvorba, magazine published by the communist party, is likely to be negative, while Obzory, published by the People’s Democracy, would probably describe the West in a positive way. A description of the political situation in Czechoslovakia and in the world in postwar years, as well as the Czechoslovak media landscape, are included in the thesis to put into context.