

## **Abstract**

This thesis describes the reflection of homosexuality in Czech media on the example of marches of homosexuals. Firstly I clarify the main terms and the differences between them, then I focus on the history of perception of homosexuality and the roles of homosexuals in our society. The chosen units for the content analysis are following periodicals: MF Dnes, Právo and Lidové noviny. The analysis focuses on the articles published in the range of three months from the day the events took place during the years 2008 and 2011. In the analytical part of this thesis I firstly characterize the marches held twice in Brno, once in Tábor and once in Prague. All the periodicals were interested in the first Queer Parade in Brno but their interest in the second and third one dropped. The most media attention achieved the Prague Pride in 2011. There have been over 100 articles about this topic and their size rose and dropped equally with the number of visitors of these events. The interest of the media has also been influenced by any kind of negative event, mainly when the marches were attacked by extremists or criticised by politicians. These negative and stereotypical statements in media can be very influential in the way of stigmatizing sexual minority and it is also one of the aspects which this thesis pays attention to.