

## **Abstract**

This bachelor thesis examines how much selected Czech media have focused on Dutch culture in the period 1.9.2007-1.9.2012. The theoretical part describes the chosen method for realization of the research, defines both the main and the subsidiary experimental question and specifies the hypothesis. Furthermore it introduces selected Czech printed media and defines the terms *culture* and *Dutch culture* for use of this bachelor thesis. The theoretical part also offers an overview of the Dutch culture presented in certain publications which are available in the Czech Republic.

The practical part contains graphs demonstrating the results of the research and answers the experimental questions. These are summed up in the conclusion of this thesis where you can also find the comparison between the media research results and the image of the Dutch culture presented in the publications mentioned in the theoretical part. The aim of this bachelor thesis is to explore how Dutch culture is presented in the Czech media and figure out which cultural issues are the most favoured.