

# **The Media Image of the Campaign „Děkujeme, odcházíme“ in Selected Czech Daily Press**

## **Abstract**

The aim of the thesis is to analyze an overall image of the "Děkujeme, odcházíme" ("Thank you, we are leaving") campaign in two Czech dailies – Lidové noviny and Hospodářské noviny. The protest campaign run by medical unions resulted from the fact that doctors in Czech hospitals had not been satisfied both with their salary and working conditions. The unions asked a professional PR agency to manage the campaign, which is why the campaign was in the end much more effective and successful than any of the previous attempts. Quantitative content analysis has been chosen as a method for this research. Content of dailies is being analyzed from several aspects – overall coverage of the topic, its development over time, analysis of how media presented key motives for doctors' wanting to leave the hospitals, analysis of negative aspects of doctors' leaving and their development in time, evaluation of balanced access of conflict's key parties and their actors to the media and also an analysis of preferences of the media articulated via opinion texts. The research covers the period from May 2010, the actual beginning of the campaign, to April 2011, i.e. – just two months after the peak of the campaign. Theoretical part includes short history of Czech medical unions and description of the campaign development and its immediate results.