

Abstract

This diploma thesis describes an unexplored field of study – the medialization of the monetary separation and Czech koruna formation in February 1993. The thesis maps Czech media discourse devoted to this theme and answers the question whether the media, through its contents, could contribute to a positive perception and acceptance of this fundamental economic reform that actually completed the dissolution of Czechoslovakia process on January 1, 1993. For this purpose the thesis uses the qualitative research methods, the semiotic analysis and the discourse analysis. The introduction briefly outlines the sociopolitical situation in the country. The theoretical part describes the role of money and monetary policy, the technical preparation of the currency separation, including a new series of banknotes, and outlines Czech media trends after the 1989. The methodological part contains specific objectives, research questions and widely presents the selected research methods. The practical part analyzes media contents devoted to the currency separation in Czech newspapers Blesk (Flash), Hospodářské noviny (Economic Newspaper), MF Dnes (Today), Rudé právo (Red Law) and selected program of Česká televize (Czech Television) in the first quarter of the year 1993. The main outcome of the analysis is a discussion of the findings and their extension into hypotheses that can be tested in further studies, especially by quantitative research methods.