

Abstract

This master's thesis deals with the media response to the Writers Convention that took place on 5 and 6 June 2015 in Prague. This convention was the first meeting of that name in the post-communist era. By naming it such, the organizers claimed a clear succession to conventions that happened before the year 1989 – especially to those in 1956 and 1967, which became important turning points not only culturally, but also politically. The 2015 Convention was organized by Writers Association – a professional organization established in November 2014. One of the reasons why it was founded was the conviction that the organisation named Writers Union, existing from 1989, is not functional anymore and does not sufficiently represent authors' interests. The first two chapters inquiry into the history of both of these organizations with the aim to identify problematic aspects in their operations. Through their media reflection, the history, activities and themes with which they deal are introduced. The aim is to show the broader issue of official writers associations as well as the relevance of the Writers Association as an organization representing the literary public. The third chapter presents the views on today's position of literature in society as it is reflected in media entries related to the Convention. The content of the fourth chapter is a detailed analysis of media reflection of the Convention. It should help to define literary topics that are prominent in the media. Through the media picture, the author attempts to come to broader conclusions about the position of literature and writers in contemporary society.