

Abstract

The bachelor thesis looks into mediainage of the Pilsner Urquell brand in the Czech land during various periods of time; namely in the current democratic Czech Republic in the contrast of the socialist era in years 1965–1989. In the first part the thesis explains the socialist era and the functioning of media in the past including the historic overview of the brand Pilsner Urquell. The second part charts the media interest of the brand Pilsner Urquell, which it examines through the brand-related content analysis in selected national and regional newspapers. In the conclusion the mediainages which have been detected through the analysis are being compared.