

ABSTRACT:

Bachelor thesis analysis medial reflection of Václav Havel in czech press in the time of „November 1989“. Analysis is focus on changes in presentation of dissident and „persona non grata“ on medial scene, that changed in very short time to public leader and then president of Czechoslovakia. Thesis first introduces czechoslovak press in specific time of social change, and then analysis, how this change influenced presentation of Václav Havel. For analysis were chosen influential czech daily papers, that covered whole spectra of opinions on Václav Havel. Medial contents were primarily analysis qualitatively, separated on timelines, to recognition developing tendencies. Then contents of these media was compared in quantitative study, that has analyses differences in relationships to Václav Havel in dependence on events of „November 1989“. Thesis acknowledges some known facts about medial presentation on Václav Havel, but in other parts it opens a new themes and questions, that has not been so much explored to this times. For example ambivalent relationship of daily paper Mladá fronta.