

Abstract

Primary objective of master's thesis named Media image of changes at Wenceslas Square in the context of urbanism and architectural quality is to analyse the media coverage of important architectural and urban changes of Wenceslas Square between 1997 and 2015.

The two main topics chosen for the analysis are the Revitalisation of Wenceslas Square and the development of Euro Palace. The purpose of the analysis is to answer the following question: "Do readers of generally oriented periodicals have an access to objective information about architectural and urban projects?"

I will apply a quantitative content analysis to answer this question and prove that media contents are unbiased. After that, we would be able to say in case of Prague the architectural topics are covered enough and readers have a chance to form their own opinions or not.