

Abstract

The bachelor thesis entitled „Media image of Czech fine arts in daily newspapers“ covers the issue of Czech visual arts in Czech periodicals, namely in *Právo*, *Mladá fronta DNES* and *Lidové noviny*, throughout the year 2016. The main aim of the work is to map all the articles about Czech visual arts, to create an overview of their focus, content or form and to compare their occurrence among individual periodicals. The work will answer about what topics and artists was written mostly in 2016, in what context and with what value. Time scatter was chosen to make the work as current as possible and to describe the current state of affairs. In the theoretical part, the brief post-revolutionary history of the Czech art scene and its current tendencies are outlined and the events in 2016 are summarized in the auction market, within institutions, prizes and other events. In the practical part, the source data from individual periodicals are examined. The quantitative content analysis has been selected for the research, which analyzed the occurrence of individual articles, their timing, extent, main themes and context. The results of the analysis were subsequently confronted with the answers of several journalists who are currently engaged in writing about Czech fine arts. The work shows that there is not a big difference in the attitudes between the periodicals, the fine art is devoted to several journalists who hold their specific style, and to a lesser extent. Themes are most often exhibitions, auctions or artists' works and journalistic form is mainly reviews or articles.