

Abstract

This thesis wants to analyze the media service of the Empresa Media group during the three-day visit of chinese president Xi Jinping in the Czech Republic in march of 2016. At that time 49 percent share of Empresa Media was owned by chinese company CEFC. The visit was covered with a very high importance in all of the czech media. And not only in connection with the official schedule. Series of demonstration took place in Prague and also some fights occured between supporters of the chinese presindent and his opponents.

However, media of the Empresa Media group almost without any exception ignored these events. Any manifestations of disagreement with the finese presindent's visit or China's politics is missing from its coverage. It results from analyzing magazine Tyden, its online version Tyden.cz, evening news of TV Barrandov and online coverage provided by Tyden.cz. This fact stands out even more when compared to some other important czech media.