

Image of United States of America in the Tyden weekly.

The aim of this diploma thesis is to find out what kind of information about the US were published in the news weekly Tyden in the course of 2003 - about what kind of events, in connection with which and with which frequency. Results were reached using content analysis according to Bernard Berelson. We have classified variables and checked their frequency.

It's without any doubt that the most frequented topic in 2003 in connection with the US is the war in Iraq . Then there is culture and showbusiness. In the third place there were news concerning internal situation in the US. Fourth most mentioned news involved US foreign policy (Iraq excluded) and US relations with other countries. The fifth most frequented topic concerned economy and industry. Reports about the relationship of the US with the Czech Republic came seventh, i.e. in the middle.

We have also tried to apply contingency analysis on chosen topics concerning the US. This analysis pays attention to occurrence of certain elements in connection with others. And using qualitative method we have examined to what extent is the US presented as utopia in this volume of Tyden, We have not conclusively proved description of the US using same categories with which utopias are described.

Nevertheless, this state of affairs is heavily present mostly in articles on technological and economic supremacy of America.