

Annotation

The diploma thesis on the topic *Media Image of Brexit in the Czech Press* deals with how Czech journalists inform about that specific world affair, what kind of media image they create about it. The analysed period is 2016 when a referendum was held on the topic of the United Kingdom's staying in the European Union in which citizens decided to leave the EU. The material studied includes articles that were published in 2016 in the largest Czech daily newspapers and several weekly newspapers. Using a qualitative content analysis the so-called Grounded theory method a system of categories and subcategories was created that reflects the topics that journalists perceive as key topics to understand the Brexit. In the second part of the research I investigated whether the media system has a direct influence on the Czech media coverage about Brexit. To characterize the media system, I use the parameters defined in the theory of three media models D.C. Hallina and P. Mancini. The theoretical part includes the specification of the term "media image of the world", explains the term "brexit" and presents a brief history of the evolution of the United Kingdom's departure from the European Union. The theoretical part also includes the introduction of the theory of three media models written by Hallina and Mancini. From the perspective of this theory, we describe in detail the functioning of the Czech media system, including its historical development after the year 1989.