

## **Abstract**

The aim of my bachelor thesis is to describe the media image of the apprentice education in Czech Republic between years 2005 and 2018. I will describe what was contained in newspaper articles related to the topic in chosen years. First of all I will look up and sort out related articles. Then I will analyse how the apprentice education is presented in major newspaper media. Chosen method of analysing is frame analysis with which one I will be able to qualitatively examine the content of the media image. I will find out context, coherence, impression and results of those articles. Main purpose is an identification of frameworks occurring in the given issue and their sponsors. I will also find out main problems of each framework, their causes and suggested or implied solving of problems in apprentice education.