

Abstract

This thesis analyzes the media coverage of select festivals in national and regional press, primarily aiming to create a comprehensive understanding of how the media handle information about the Karlovy Vary International Film Festival and the Jihlava International Documentary Film Festival. The study examines the amount of media coverage received by the festivals, as well as the topics and themes associated with them. The thesis employs a combination of quantitative and qualitative content analysis methods, which are developed through coding.

The theoretical section provides a historical overview of the festivals' origins, introducing the select festivals within the context of Czech and world cinema and their broader social significance. The thesis also addresses the marketing of cultural events and the promotion of cultural activities.

The second half of the thesis focuses on research methodology, its development, implementation, and data interpretation. The thesis includes an appendix with the coding book and accompanying materials, which were created based on the analysis data.