

## **Abstract**

The thesis titled "Media image of Václav Havel in the Quality and Tabloid Press" analyzes and interprets selected texts about the first Czech President Václav Havel in quality (Mladá fronta DNES) and tabloid (Blesk) press during a selected period. The aim of this thesis is to answer research questions as how the selected press informed about V. Havel during the selected periods, what image of V. Havel was created in the selected press during the selected period, and whether quality press experienced tabloidization.

The thesis is divided into a theoretical and practical part. The theoretical part describes the characteristics of quality and tabloid press and the process of tabloidization. It also introduces theoretical concepts that this thesis is based on, such as agenda-setting, gatekeeping, and social construction of reality. To provide a more comprehensive picture of Vaclav Havel's life, there is one chapter dedicated to him in the theoretical part. The practical part introduces the analysis method, followed by its procedure and results.

Quantitative content analysis showed that more information about V. Havel was reported in the selected serious daily newspaper Mladá fronta DNES than in the selected tabloid daily newspaper Blesk. The explanation for this phenomenon may be that quality press paid more attention to the politician V. Havel than the tabloid press. However, both newspapers created a very similar media image of the first Czech president (during the selected periods), essentially positive. Qualitative content analysis revealed that he was mostly presented as a symbol of the 1989 revolution, freedom and democracy, moral authority, critical politician, decent and active patient in both newspapers.

In Mladá fronta DNES, V. Havel received more coverage during serious/socially important periods such as the 1993 presidential election or the Czech Republic's entry into NATO. Conversely, the tabloid Blesk showed less interest in these political topics related to V. Havel. Both newspapers paid considerable attention to the periods when V. Havel was seriously ill (December 1996, April 1998). In these cases, significant tabloidization of Mladá fronta DNES was observed. Mladá fronta DNES presented more texts about V. Havel to its readers during the examined period (the day, week before, and week after) than Blesk, which encroached on Havel's privacy. This positively answered the question of whether serious press experienced tabloidization.