

Abstract

The basic idea of the thesis is to examine the interconnection of the media field and the civic sector on the example of the Václav Havel Library - a public benefit society founded in 2004, which organizes various seminars, readings, exhibitions, lectures, debates, concerts and theatre performances. The theoretical part deals with the basic concepts of journalism and civil society, while its second section explains the specificities of the civil sector emerging from the dissident environment in the Visegrad countries. The environment of dissent also formed a significant part of the life of Václav Havel, who became a symbol of civic engagement worldwide, and the Václav Havel Library now preserves his literary, dramatic, dissident and political legacy. The ambition of this thesis is to introduce the public to the Library's production and compare its real programme schema with its media image, to reveal which programmes of the Václav Havel Library came through the media gates in 2012 and 2022, to identify the most media successful programmes and to interpret the results. The Václav Havel Library invests time and effort in promoting its productions, using its own online television channel, the Havel Channel, and establishing collaborations with media houses, which allows it to become part of the processes of agenda-setting and gatekeeping - as a mediator in culture, politics, and even in the sciences - and thus shape public opinion.