

Abstract

The bachelor's thesis *The image of the Czech Republic on the pages of the Spanish newspaper El País* presents the newspaper *El País* in the context of the Spanish media environment and focuses on how the newspaper *El País* reported on the Czech Republic from 2020 until the beginning of 2023. This period was chosen so that the work could reflect and analyze, among other things, the depiction of the Czech Republic in the context of significant pan-European and thus global events, such as the covid 19 pandemic, the war in Ukraine, the Czech presidency of the EU and others. Qualitative content analysis of texts was used for data processing. This will allow us to reveal which topics and which actors enter the Spanish media environment and how information about them is framed.

Keywords

El País, Czech Republic, media image, qualitative analysis, Monika Zgustová