

In the period between 1997 and 2007, Kofi Annan was Secretary General of the United Nations Organization. This work concerns his media image in Czech and Ghanaian media (as an example of European and African media respectively). The theoretical basis is taken from media theory, looking at thinkers such as Michael Foucault, Althusser and the Roland Barthes and an important part of the project is based on Critical Discourse Analysis. The thesis maps the important milestones within the tenure of Kofi Annan, which were crucial to his work, and it is therefore also an analysis of media responses to different pivotal moments of his career. Much of the work is based on explaining how the media work and what is specific about the Ghanaian media as a relatively unknown subject.

The projects further looks at the legacy of Kofi Annan not only as a secretary General of the United Nations Organization but also as an international leader. In order to make the analysis complete there is also a study how Kofi Annan was shown visually during his ten year mandate as head of the United Nations Organization. There is a detailed look at the differences and similarities of the image of Kofi Annan presented by the Czech and Ghanaian media. Research was focused on electronic media. Materials were taken from both Czech and Ghanaian sources including online newspapers, periodicals and newscasts, television and radio. Further materials were also taken from other online or print medium concerning the persona of Kofi Annan during his 10-year tenure.