

## **Abstract**

The diploma thesis Media image of classical music in Události v kultuře on ČT art focuses on the way classical music is presented on the only culturally oriented television station in our country. At the same time, it deals with the relationship of this broadcasting station to classical music in its program schedule. The thesis is divided into three parts. The theoretical part presents the definition of terms that are involved in the creation of a media image, describes the historical development of Czech Television, the creation and activity of ČT art and current events in the field of classical music for the year 2023–2024. The methodological part is dedicated to the description of the research method. The practical part presents a description and summary of the results of the content analysis of reports on classical music in the program Události v kultuře and the content analysis of the ČT program schedule. The aim of the thesis was to find out how and in what context classical music is reported in Události v kultuře. The results of the research show that classical music is the primary musical genre for the editorial office of ČT art. A lot of space is devoted to it and the coverage is nationwide. At the same time, the form of reportage and live streaming is predominant. The topics of concerts and festivals are most often processed. Classical music also has a stable place in the program offer of ČT art, especially the type of magazine program and concert recording.