

Bachelor thesis deals with the medial reflection of Tomáš Cikrt. This man worked since 2006 until 2009 as a press agent of the Ministry of Health and during this period became well-known and distinctive member of the Czech political scene. His personality mismatched with the typical conception of a beautiful but dull press agent in several ways – Tomáš Cikrt was educated in the medical field he was speaking for, he did his job with great assignment and mainly he was physically handicapped. This thesis wants to examine whether and how did all these characteristics affect the way the media wrote about him. On the example of six Czech daily newspaper Blesk, Aha!, Hospodářské noviny, Mladá fronta DNES, Lidové noviny a Právo it explores what was typical for Cikrt's medial reflection, whether and why the chosen journals differed in their approaches to him, which aspects had the major influence over his medial image and whether there were any stereotypical evaluations regarding his personality. The author of this thesis presumes to find differences between the approach of tabloids and the so-called serious newspaper, especially in emphasizing Cikrt's physical handicap. The thesis is divided into two parts. The first one deals with the theory of representation and stereotyping, the second one is analytical and contains the analysis of the chosen press.