

Today's role of wife of the president continues the tradition of Czechoslovak first ladies of the First Republic era. The president's wife achieves a certain level of status and is known through the media. However, it is important to note that this title is still not codified in this country, it is an unpaid function and in consequence, there are no official requirements for specific roles which the first lady of the Czech Republic should fulfil.

Despite this, it is evident that she becomes involved in the public life and therefore she will probably have various roles applied to her. The object of this thesis is to assess – through the example of Livia Klausová – in what way is the first lady presented to the readers of *Mladá fronta DNES*, which can be classified as a serious Czech newspaper.

The aim of this thesis is to describe, based on selected newspaper articles, the specific roles in which Livia Klausová appeared in the daily paper during the first presidential mandate of Václav Klaus in the years 2003–2008.

Accurate results are achieved by content qualitative analysis of selected newspaper texts of the daily paper *Mladá fronta DNES*. A fundamental element of the thesis is the usage of specialized foreign literature concerning first ladies, which will be used also for the final comparison of the findings with the situation abroad.