

Bachelor thesis „Comparative analysis of council’s magazine Praha 1 and the Pražan magazine“ deals with two magazines distributed to citizens of Prague 1st city district – the magazine published by city council and the magazine published by Věci veřejné, political party in opposition. The aim of this thesis is to compare preferred topics and image of townhall leadership and political opposition provided by the magazines in question, by means of the content analysis method. In the first part the terminology, related papers, law context and main problematic features of the council magazines are introduced, followed by description of serials (for which working title “opposition serials” is used) that stand and write against city councils. The following practical part first describes all involved institutions, local actors and the analyzed magazines including their production background. Content analysis of issues published between april 2009 and april 2010 is central to this thesis as it brings answers to the research questions: 1. which topics are the most salient in the analyzed magazines; 2. how often and in which context is portrayed the townhall leadership; 3. how often and in which context is portrayed the townhall opposition; 4. to which extent the magazines cover the same topics and write about each other. The epilogue sums up the results of the content analysis, puts the council magazine into perspective of this particular media landscape and suggests possible directions of future research in this field.