

The bachelor thesis “Construction of Czech national identity in Czech print media: a qualitative analysis of Mladá fronta/Mladá fronta DNES and Rudé právo daily newspapers in the years 1989 and 1992“ deals with the media constructing of Czech national identity in the content of Czech print media. The selected newspapers are in 1989 Rudé Právo and Mladá fronta and in 1992 Rudé Právo and Mladá fronta DNES. The periods under examination are the same for both years – from 17th November until 31st December. The qualitative analysis of the content is used for the study of the construction. The analysis is conceived as an interpretative study of the text. The study analyzes and interprets the found constructions. It examines what identity and character and which traditions and attributes are given to the Czech nation by selected newspapers. The thesis notices differences between both newspapers and distinctions which happened between 1989 and 1992. The analytical part of the work is complemented by the theoretical part and the methodology. The methodology describes the technique of the analytical work. The theoretical part includes description of the period situation, the media situation of the era and definition of the concepts of national identity, media construction and social construction of reality. These parts offer a compact insight into the problem of the media constructing of reality which happens to be influenced by the social context.