

ABSTRACT

This diploma thesis deals with the medial image of civil society and non government organisations in three main daily papers in Slovakia(Sme, Pravda, Hospodárske noviny). Thesis tries to answer the question - what kind of medial image were mentioned daily papers forming and publishing. Thesis also deals with the biggest non-governmental organisation in Slovakia - *Košice – European capital of culture 2013* and its role and influence in that medial image. Im using method of contentual analysis. Im comparing this media image during two periods – January 2007 and January 2013.