

## **Abstract**

The aim of this thesis is the media presentation of gardening allotments phenomena in Czech Republic.

The work is in a connection with a series of thesis published during previous years on Social and Cultural Ecology department of Faculty of Humanities, Charles Univerisity. These thesis were focused on qualitatative case studies research of garden allotments.

Aim of this theis is a revelation of garden allotments image, based on processing of czech daily pcess articles mentioning allotment gardening.

First, theoretical, part of the thesis is organized into four chapters: hermeneutics, allotment gardening, media and sustainable development. Each of the chapters provides a context of the main purpose of the work. Methodological anchor and the research and its results itself follow on at the third part of this thesis.