

Abstract

The diploma thesis entitled Media Image of the Referendum on the Accession of the Czech Republic to the European Union, is devoted to the point of view of three Czech newspapers on the historically first referendum held in the Czech Republic, which took place on June the 13th and 14th of 2003. The aim of the thesis is to describe how the newspapers Mladá fronta DNES, Lidové noviny and Právo reported on the referendum of Czechia's accession to the European Union. The thesis is divided into two parts – theoretical and analytical. The theoretical part places the events in the political development of the Czech Republic, describes the context of the integration process, presents the referendum on the accession of the Czech Republic to the European Union and the eastern expansion of the European Union by ten member states. Based on theoretical starting points through a combination of qualitative and quantitative analyses the analytical part monitors which topics were associated with the referendum about the accession of the Czech Republic to the European Union, which position the examined newspapers held towards the vote, and which arguments were for and against the membership of the Czech Republic in the European Union media stated. The results of the analysis are presented in the final part of the thesis.