

## **Abstract**

This bachelor's thesis deals with the media image of the signing of the Agreement on the Creation of a Stable Political Environment in the Czech Republic, commonly referred to as the Opposition Agreement. This agreement arose after the elections to the Chamber of Deputies of the Parliament of the Czech Republic. Its main idea was that the Civic Democratic Party would enable the Czech Social Democratic Party to form a minority government. The first part of the thesis is dedicated to media theory, the issues of mass communication, and its influence on reality construction.

The analytical part of the thesis first addresses the background of the adoption of the Opposition Agreement. It then examines how selected newspapers reported on the Opposition Agreement. These newspapers include *Mladá fronta Dnes*, *Hospodářské noviny*, *Právo*, and *Blesk*. These media outlets were chosen for their diversity in terms of readership and ownership structures. Quantitative content analysis methods are used to answer the research questions.

The aim of the thesis is to capture the atmosphere directly associated with the signing of the Opposition Agreement, which took place on July 9, 1998. Within the content analysis, the thesis captures aspects of the signing of the Opposition Agreement emphasized in the articles and categorizes them by source.

The findings obtained from this work can be built upon in future studies.