

The objective of my diploma thesis was to introduce an International Film Festival for Children and Youth in Zlin from the media point of view. For my analysis I used both, national and local newspaper as well as other media contents. Through these I focused on five annual years of the festival from the past and present. I found out several differences in the way media informed before and now and also between the contents of national and local media. For example in 1965 the local newspaper brought deep insight into the whole event, they introduced the competitive films and informed on supporting programme etc. By contrast, the national newspaper Rudé právo informed only about the basic facts without any overview although the festival was international for the first time. In fact I can say that the national media tried to create rather negative picture of the festival mostly saying that the chosen films were bad. The difference between local and national media maintained into late 1990s when the festival changed its management. Since this time they cooperate with media which helped it to become one of the most famous children's festival in the world.