

Annotation

This thesis deals with the ethical aspects of reporting wars and conflicts. First of all, it defines the ethical principles in journalism and the ethical dilemmas that journalists face in the war as well as the rules enshrined in the ethical codes of the media. Afterwards it focuses on the specifics of international conflict reporting and defines two ways to deal with it. These are, as the title suggests, war journalism, which emphasizes violence, the aspects of warship itself and the elites, and peaceful journalism, which focuses on civilians, deescalation of violence, and peace-related solutions. In the practical part, this work aims to find and define individual signs of peace and war journalism in reporting of global news media. Finally, the characteristics of these two approaches undergo a comparative analysis to find out what ethical rules apply to these approaches and what extent they differ. Analyzed media are Reuters and AFP news agencies and the British print media and their internet versions The Guardian and The Telegraph. Selected conflicts include the 2008 South Ossetian war and the Pillar of Defense, a conflict in the Gaza Strip dating back to 2012.