

Annotation

This master's thesis focuses on a specific area of mass media functioning, with reference to a particular social problem – homelessness. Descriptive analysis is used to investigate media content by original research, and to identify frames, which typically accompany the topic of homelessness in the Czech nationwide media. Therefore, the main theoretical framework is outlined by the paradigm of social constructivism and the theory of media framing. The major part of the presented text is the research itself, initially inspired by the foreign media studies of T. G Shields (2001) and C. Zufferey (2014). The method of quantitative content analysis is used to explore the contents of six selected nationwide media, covering three various media types. To be exact, the contents considered are media news issued by daily Právo and Blesk, by television channels ČT 1 and Nova, and radio channels Radiožurnál and Impuls, within the decade of January 1st 2007 to December 31st 2016. Primary attention is drawn to the media space dedicated to reporting on the topic of homelessness, to the manner in which homeless people are represented in the media, to framing of causes and treatment of homelessness, and to the speakers, who are given the chance to explicitly speak in the media. Last but not least, the scope and the focus of this thesis provide unique and contemporary pieces of insight, supplementing currently minimal knowledge of homelessness within the Czech environment via the perspective of media studies.