The thesis *Framing of Me Too Campaign in Selected Czech Media* examines how selected Czech newspapers and magazines represented the Me Too movement. This movement is considered to be an example of *hashtag activism* which relates to sexual harassment and gender based violence.

This thesis draws both from theoretical and analytical concept of media framing. Using qualitative analysis based on grounded theory approach - more specifically open and axial coding - the research aims at identification and description of news frames that appears in analysed articles. The sample is composed of selected articles published at newspapers and magazines, including Hospodářské noviny, Lidové noviny, Právo, Blesk, Reflex, Blesk pro ženy and Respekt. Axial coding stage revealed ten news frames which were integrated into three major categories: (1) Social consequences of the Me Too movement (2) Me Too in the context of Czech Republic and (3) Film festivals (and awards) in the light of the Me Too movement.