

## **Abstract**

This thesis analyzes media representation of the United Kingdom Independence Party between the years 2014 and 2016 in selected British media where it follows keywords used by these medias in the articles about the party and whether these themes can be identified as key topics in the context of media-generated frame and where, based on these frames, place these medias the party in the political spectrum of the United Kingdom. Despite the brief history of the United Kingdom Independence Party, the work contains chapters about right-wing populism and Euroscepticism. This is followed by an analysis of selected British media based on four keywords. The media, which have been used for the analysis were The Guardian, The Telegraph and BBC News. The chosen keywords were - Euroscepticism, immigration, criticism of the political system (antiestablishment) and organizational change within the party. It examines the 50 most relevant articles with these keywords from 2014-2016 and the tendency of their usage. The result is an analysis of the frequency of these topics, showing the development, with the result, that they have been identified as the basic themes that all the three media use in the articles about the party. Second result is an overview of what media frames of a party were created and where these media place the party in the political spectrum, based on these media frames. The three analyzed media provided three media frames of UKIP, which are different on one side, but also have a lot in common on the other. While BBC News was naming UKIP the middle-right party, The Guardian agreed to this statement with only a few more radical features the journalists of the media see in the behaviour of the political party. At last The Telegraph which considered UKIP to be a far-right extremist party. The reason for these differences is mainly the political affection of the media. The first of them, BBC News, deals with all the topics in the news from the perspective of all the parties, trying to remain an open-minded medium. Another one is The Guardian, which have a similar approach to immigration and Euroscepticism as the BBC News, but with regard to anti-system and Nigel Farage, their media frame of UKIP had more radical approach. Finally, the Telegraph, showing UKIP almost as an extremist party. All of the three medias focus on the four keywords selected for this analysis from different perspective, but at the same time, all three media sees these topics as an essential themes of the party.