

Abstract

This bachelor thesis is analyzing media representation of the United Kingdom Independent Party in selected printed British media from the beginning of the year 2016 until the date of the United Kingdom European membership referendum, which happened on Thursday 23 June, 2016 and became known as Brexit. The paper is examining how many times were the selected topics used with connection to the Party, as well as the culmination of these topics in individual months and the media representations created by the medias, based on these articles. Through the short history of the Party this work contains explanation of all the concepts, which are connected with the analysis. That one is done based on the two chosen themes, populism and Euroscepticism. These topics were searched in the printed weekday newspapers The Sun, Daily Mail and The Daily Mirror. These tabloids were selected based on the newspapers circulation in the selected period and also their political inclination. The paper analyzes all the articles from the period, which contain any mention about the party, specifically UKIP, or United Kingdom Independence Party, which was 565 articles. The research was done using the content analysis methodology, which aim was to see what was the ratio of the populism and the Euroscepticism topics in the articles in individual months, before the referendum happened and if the media image created by these medias was populist, Eurosceptic, or not. At the end, the paper will provide not only the results of the individual newspapers, but also the full image created based on all of them. Because the media circulation of the selected newspapers covers in the examined period almost half of the main national printed medias in the United Kingdom, this thesis provides a sample, which influences quite a big number of the readers of the printed weekday newspapers.