Abstract

The goal of this diploma thesis was to find out how the Czech news media framed the topic of Brexit, or the termination of the United Kingdom's membership in the European Union during 2016. Six selected Czech newspapers and their way of framing articles dealing with the topic of Brexit were analyzed by quantitative content analysis. The shares of some media were markedly different in the publication of articles on the subject and daily Blesk was excluded from the overall ranking due to an irrelevant number of texts. This result was caused by the different focus of the content of individual diaries. Most attention was recorded during June, which was explained by a referendum on the withdrawal from the European Union that was in progress at that time in the UK.

The first part of the research was mainly based on the strategic de Vrees framing and the five news frameworks by Semetko and Valkenburg. The analysis showed that both of these framing methods were applied in the reviewed period. According to the definition by de Vreese, is the strategy framework linked to the political environment and communication, which explains the application of this framing in case of Brexit as a politically significant event. Strategic framing was used in all studied media, but the results showed that it was not the dominant way of processing the topic. The strategy framework was defined in almost two thirds of the cases together with the Semetko and Valkenburg conflict framework. Since this framework is also defined as framing by conflict or by bringing up the attribute of conflict, this conclusion was not a big surprise.

The analysis of the five news frameworks has shown that the most commonly used framework was the emphasis on the individual, which is specific for personification, dramatization, and bringing emotions into reporting. The aim of this framework is to keep the attention of a wide range of recipients of media announcements.

In the case of this framework, a single case (Lidové noviny) in the whole research was found, where more than a half of the articles was thus framed. The above mentioned conflicting framework ended up on the second place. Thus, with the interpretation of the Semetko and Valkenburg frameworks, the results of this analysis are almost identical. The moral framework was least used in all media. This result could be due to the fact that this framework is often embedded in the text indirectly, through speeches or references, and appears in the minds of the recipients rather than in the media announcements themselves (Semetko and Valkenburg).

The second part of the research dealt with a comparative analysis of the results obtained. There were no significant differences in the case of strategic framing when compared with
each individual Czech news media. In case of application of five news frameworks, aberrations were found between individual diaries, given by the different focus of their contents. Hospodářské noviny most often used the economic framework, Lidové noviny and Mladá fronta DNES the framework of emphasis on individual. The daily Právo most often used the framework of the conflict and the same was with the case of Haló newspaper.

In the next part, the analysis focused on the comparison of framing results in the case of Czech and foreign media, whose main source was the work of K. Ballmann. Based on the research, it was found that the most common scope of Czech news was of international character, which corresponded with the results of those foreign media whose countries are also members of the European Union. Based on these results, the presentation of Brexit in the context of two or more countries is justified. The Czech media framed the theme of ending of the UK's membership in the European Union most often through a framework of emphasis on the individual, while the framework of conflict was most often applied in foreign media. The correspondence between Czech and foreign media has been found in the case of the moral framework as the least frequently used framing type.

Based on the quantitative content analysis of media texts, frameworks were found through which the selected diaries presented the topic of ending the UK's membership in the European Union or so called Brexit. However, no conclusions can be made from this analysis on the effects of these interpretations on public opinion. The framing is one of the agenda-setting theory according to which it is only possible to assume what topics are presented by the media as the most important. This is also influenced by previous public experiences (Dearing a Rogers). However, since the Brexit is an event that Czech society is particularly informed about through the news media, it is likely that these interpretations may have affected how the public thought about the subject.

This work studied how was the topic of ending UK membership presented based on the analysis of articles from Czech news media. The information obtained should be explored through further studies, particularly of a qualitative character, which could help to clarify the results of this work. At the same time, it would be interesting to extend the reference period until the Brexit topic is resolved, which was not possible due to the ongoing negotiations at the time of the research. The conclusions of this diploma thesis can serve as a basis for future research dealing with the concept of framing or Brexit.