Abstract

This paper examines how the Czech press reported on EUTM in Mali in 2012-2018, how it was reported by responsible political institutions and how the communicated content differed. In both cases, the predominance of episodic framing was confirmed. Concerning the generic frames, conflict and responsibility frames prevailed. While there have been some characteristics of peace journalism in the press, it is not enough to qualify the media as performing peace journalism in general. In the communication of the Ministry of Defence of the Czech Republic and the Army of the Czech Republic, it was possible to observe a tendency to “humanize” some of the stories, especially by describing the everyday activities of soldiers. The Czech Republic's participation in the EU mission was most often associated with the Common Foreign and Security Policy and with general security aspects. In addition to the media and institutional agenda of the conflict in Mali, the work also reflects on the analytical usefulness of the concept of peace journalism.