

## **Annotation**

This diploma thesis examines the stigmatization of schizophrenia on selected Czech news sites. Schizophrenia is one of the most stigmatized mental illnesses. This stigma is also aided by the media, which tends to portray schizophrenia in an overly negative way. The aim of this work is to determine how schizophrenia is stigmatized on selected news sites. The theoretical part of the thesis briefly summarizes the issue of media content and clarifies the basic concepts important for the study of this content. The theoretical basis for the study of stigmatization of schizophrenia were also laid in this part. In the practical part, a content analysis of articles mentioning schizophrenia was performed. Those articles were published during 2019 on the news sites novinky.cz, idnes.cz, aktualne.cz, denik.cz and blesk.cz. Also, a qualitative analysis of the comments of the recipients, who spoke about people with schizophrenia in discussion forums for the examined articles, was performed. The work is intended for participants engaged in destigmatization projects and for creators of media content. The findings from this work can help the ongoing destigmatization process in the Czech Republic.