

Abstract

This thesis examined the contemporary U.S. popular culture, specifically the Netflix series *House of Cards*, and the analysis was focused on the representation of the media reality portrayed in the first two seasons of the series. The credibility of given model situations or their exaggeration is examined based on thirteen research interviews with Czech and American journalists in March, April, and May 2020. The public trust in media, the influence of popular culture on mass society, specifics and ethics of investigative journalism, and broadly the representation of media in cinematography were presented in the first part. The analysis of the portrayal of journalists and media in the series and research interviews with experts followed. The main objective of this research was to evaluate the credibility of the portrayal of journalists. The secondary research question was focused on the public trust in media and the potential harm that the depiction in culture might cause. The views of Czech and American journalists on the portrayal of media in popular culture and the discussion about their diverse opinions are the primary asset of this thesis. The results prove that the perception of ethics and journalistic behaviour in given specific situations differ individually. Therefore, aspects such as nationality, gender, experience, or the field of specialisation cannot be fully applied in this research to explain the findings. However, the research questions can be answered relatively decisively. Based on the interviews with 13 Czech and American experts, it seems that the portrayal of journalists in *House of Cards* is exaggerated and distorts reality. Also, such a depiction could, according to the research results, to a certain extent, impact the public perception of journalists. The majority of respondents are convinced that the depiction of media in popular culture could influence the public trust in media. Half of the interviewees believed that specifically the series *House of Cards* could cause harm to real journalists by its depiction of the profession. Only a minority did not ascribe any effect to the portrayal.