

Annotation

The dissertation called 'Framing of Mental Illness in Selected Media Outputs Focused on Destigmatization' explores how the documentary series 'Life Behind the Wall', online documentary series 'You are not alone', an audio documentary series 'My therapy' communicate the theme of mental health. The work aims to find out how selected journalistic projects framed the issue of mental illness. The theoretical part of the work first deals with mental illness, the concept of stigma and the role of the media in its transmission. It also focuses on destigmatization and defining the most important destigmatization approaches. The next part presents the theoretical basis of concepts such as the influence of the media, agenda-setting and framing. The analytical part presents 10 frameworks, which have been identified using the method of grounded theory. The results are summarized in a discussion, where found frameworks and their limits are being evaluated and compared with best practices based on manuals for journalists and professional publications on mental illness.