

## **Abstract**

This diploma thesis examines the image of Hong Kong's pro-democracy protests in 2019 in the Czech and Chinese media. The framing of these protests in selected media is compared using the method of quantitative content analysis, with the aim of revealing similarities and differences both between the individual Czech media in the context of the Czech public debate on China and between the Czech and Chinese media.

The theoretical part of this thesis presents the concepts of media theory such as framing, agenda setting and social construction of reality and characterizes the specifics of given media systems. Furthermore, the work describes the previous findings of the protest paradigm, which are then employed in analytical part of this study. At the same time, the concept of soft power with Chinese characteristics and its specific manifestations in the efforts of the People's Republic of China to influence the Czech public debate on China is introduced. The methodological part then presents the research goal, research questions and hypotheses, defines the research sample and the research method used, including the characteristics of individual variables. The analytical part of the work presents the results of the research, which are then discussed in the framework of previous findings of the protest paradigm and interpreted in the context of Czech and Chinese media environment. The findings of this thesis are that the framing of Hong Kong pro-democracy protests in the period from June 2019 to January 2020 in the individual Czech media did not differ significantly, and that all monitored Czech media framed these protests significantly differently than the Chinese media, whose rhetoric supported the attitudes of the Chinese regime.