

Abstract:

The aim of this bachelor thesis was to analyse media image of coronavirus in Czech Republic during the first wave of pandemic, concerns about the coronavirus at the same period and real situation expressed by daily increase in the number of infected. The analysis showed a connection between these three dimensions. Media image of coronavirus was analyzed by content analysis of ČT1 news and website seznamzpravy.cz, for the analysis of the development of concerns was used STEM/MARK's research. The results showed, that the proportion of media reports related to coronavirus decreased in the selected period and at the same time concerns decreased too. At the same time, the situation was improving in the Czech Republic, as the daily increase in the number of infected people was declining, while in the world the situation was deteriorating. In addition, we found that the media, especially ČT1, changed their thematic focus over the period by focusing more on topics related to the consequences of the coronavirus pandemic, to the detriment of reports related to the infection.

Keywords:

Media image, concerns, coronavirus pandemic, agenda-setting, content analysis