

Abstract

Bachelor thesis "The Representation Of Drug Addicts In Selected Printed Media" is research of the way Czech journals (dailies Mladá fronta DNES, Právo and Blesk) issued in the period between the 1st of January 2006 and the 31st of December 2006 depict drug addicts.

The first part is theoretical and it focuses, on summarizing available sources in the area of media theory (representation, stereotypes etc.) and addictology (categorisation of psychoactive substances, patterns of addiction etc.).

The second, researching part consists of a research done on selected daily journals. By means of quantitative content analysis, it examines the image of drug addicts

as presented in the selected media during 2006. The gathered data is interpreted and described in detail and graphs are used to represent the results of the analysis.

The thesis concludes with answers to the initially defined hypotheses and a summary of the results gained from the analysis.