

Abstract

The diploma thesis deals with the way in which the three most read printed and three most read online media reported on coronavirus in the beginning of its spread in the Czech Republic. Specifically, it monitors whether and to what extent the media outputs from these media on the four selected events coincided with the outputs on these events issued by the Czech Press Office (ČTK) and at the same time whether these media adhered to the principles of objectivity. In the theoretical part, the author analyzes media routines, journalistic ethics and other concepts such as moral panic or self-fulfilling prophecy, with which she also works in the practical part of the theses. For the purposes of the research, the author chose a content analysis and defined four research questions, which she answers through the results of this analysis. In total, she analyzes 149 media outputs and 101 outputs of the Czech Press Office. The conclusions of this work prove that the media used ČTK as a source in only 15 % of cases. Online media referred to it more often. 56 % of the media outlets were similar to the ČTK outlets only in the main announcement. Furthermore, the conclusions show that the principles of objectivity were more often violated by the print media, specifically in 60 % of cases. Contrary, online media violated them in only 36 % of cases. The daily Blesk violated the principles of objectivity the most of the monitored media and the online news server iDnes.cz violated them the least.