

Title: Media framing of the Norilsk oil spill

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Abstract:

This study examines how the Norilsk oil spill in May 2020 was framed within four factors of Situational Crisis Communication Theory (SCCT): 1. Severity of the damage; 2. Crisis responsibility; 4. Crisis history; 5. Relationship history. Also, this study examines how media ownership and closeness of the media to the government influence the framing of Norilsk Oil Spill. Using content analyses, three Russian newspapers were analyzed - Novaya Gazeta, Rossiyskaya Gazeta, and Kommersant. The results demonstrated differences in usage and frequency of frames according to media ownership and closeness to the government. Also, findings revealed that there are differences in framing concerning time frame.

This thesis provides evidence that four factors in SCCT concepts (Severity of the damage, Crisis responsibility, Crisis history, Relationship history) can serve as frames in media framing analyses of crises. In addition, this study provides information for crisis managers and media professionals on how one particular crisis may be differently framed in different newspapers.

Keywords: Media, crisis communication, environmental communication, oil spill, news framing