

## **Abstract**

The media image of events fundamentally influences the perception of the world. The aim of this bachelor thesis is to answer the question whether - and if so, in what way - the media image of the French Yellow Vests movement differs between the British news sites BBC and The Guardian and the Czech iDNES and Seznam Zprávy. Bimodal research - a combination of quantitative and qualitative content analysis methods - was used to answer this question. This analysis was applied to a total of 272 texts published about Yellow Vests movement on the four selected news sites between November 2018 and November 2019. Based on the analysis and interpretation of its results, it can be stated that the media image of the Yellow Vests movement provided by the BBC, The Guardian, iDNES and Seznam Zprávy is different. This finding corresponds to the fact that the media representation of an event is based on a selective process, and therefore an identical or almost identical representation of reality created by different media cannot be expected. However, in many of the analyzed aspects - such as timing of information, the occurrence of key phrases, the occurrence of key personalities and others - the difference is not significant and the results can be interpreted as evidence of the media homogenization trend.