

## **Annotation**

This master thesis explores the media representation of deepfakes. The first part summarizes previous research followed by a comprehensive review of deepfakes, including the technology allowing for their emergence, current uses and methods of regulation and detection. The second part connects the phenomenon with important theoretical concepts such as social construction of reality and the crucial role of media in this process. The empirical part consists of research combining two methods – quantitative content analysis and qualitative critical discourse analysis. The research analysis is focused on media articles dealing with deepfakes in order to find out how the media represent this phenomenon. The results show that current media discourse of deepfakes is strongly negative as the media frame them as a security threat. This negative representation is highly speculative since journalists often invent their own stories of future disastrous consequences of the technology for national security due to lack of current examples. The findings show an apparent hierarchy of the harms posed by deepfakes which is present in media coverage, and reflects gender stereotypes and inequality in the current society. Harm in the form of non-consensual fake pornography targeting women is neglected in the media discourse compared to the harm in the form of disinformation and cyberattacks. Thus, this hierarchy of harm is based on who is the victim of deepfakes. In media coverage of deepfakes, a strong securitization of the phenomenon is also salient due to its framing as a security threat. This securitization reflects the dominant political ideology and mainly frames deepfakes as a threat to democracy and its principles.