

The aim of the thesis is to analyze the framing of coal mining in the Turów case in news coverage in regional Czech daily newspapers, using a qualitative content analysis of media outputs. The thesis consists of four main parts. In the theoretical part, the thesis summarizes agenda-setting theory, defines the concept of framing, as well as a brief typology and approaches to identifying frames, and describes framing in news reporting. It also offers an overview of the studies focused on the framing of environmental topics by the news media and specifically on coal mining.

This is followed by a brief history and development of the Turów case and a methodological section that defines the selected and analyzed media content, but also identifies the risks of this research. Grounded theory and two basic types of coding were chosen to perform the qualitative analysis: open and axial. With their help, the framing used in news coverage of coal mining in the regional media was described, and the identified frames and attributes of the coal mining were subsequently compared with previously conducted studies. The work thus offers an overview of how the media framed coal mining in the Turów case and offers insight into this debate.