

Abstract

This thesis aims to explain the concept of information bias and to demonstrate its concrete manifestations in the main evening newscasts of ČT24 and CNN Prima News. The background material will deal with the profiling of the media image of the functioning of the presidential office of Miloš Zeman. The material will be drawn from the period from May 3, 2020, when the news station CNN Prima News began its broadcast, to the first quarter of 2022. The initial theoretical framework serves as the conceptual part of the thesis, outlining the issues of the phenomenon under investigation, i.e. media bias. This chapter defines the basic concepts, defines the methodological framework, provides a characterization of the media under study, and makes assumptions about the types of bias that the selected media might eventually commit, in the context of knowledge about how the media profiles itself. On the basis of this knowledge, a qualitative semiotic analysis is carried out, focusing on the content, language and visuals of the broadcast reports. As part of the analysis, the thesis also takes into account the profiling of the media image of the presidential office of Miloš Zeman. The aim of the thesis is to highlight the ways in which the selected programmes violate the concept of information quality and objective reporting.