

Abstract

This diploma thesis is dedicated to the media construct of the socially serious phenomenon of child abuse on the Internet in the context of the documentary *Caught in the Net*. The thesis aims to determine how the media reflect this issue and which aspects are accentuated. In the theoretical part of the thesis, serious social problems related to the phenomenon of child abuse on the Internet are summarized. Furthermore, the topic is placed in the context of new media, and terms such as media discourse or agenda setting are being defined here. In addition to the description of the applicable legislation related to the issue, the theoretical part of the work also contains a summary of previous studies and already implemented research investigations related to the phenomenon of child abuse. The document *Caught in the Net* is also briefly described. In the practical and analytical part of the work, the effort was devoted to the actual implementation of the research investigation and the subsequent evaluation and interpretation of the data found. The research was carried out using a qualitative method, specifically through content analysis and semi-structured interviews. Grounded theory procedures were used to analyze the articles (Strauss & Corbinová, 1999). Using the paradigmatic model, the following central categories that dominated the media were identified in the articles: media drawing attention to mystification and taboo in connection with this issue, stereotyping of predators in society, stereotyping of victims in society, media literacy as an essential part of prevention, prevention as a responsibility of parents, prevention as the responsibility of the state, technological progress as the cause of the phenomenon and different strategies and characteristics of individual predators.