

Abstract

This bachelor thesis compares media image of refugees in 2015 and 2022. The paradigm, upon which the thesis stands, is social constructivism. An important creator of reality within social constructivism is media. The image of refugees created in media, in two different crises, is the objective of the thesis. The media chosen for this was the public Czech Television, specifically the news broadcast *Události*, available to and watched by the general public. The created image influences the public opinion, through which it's able to generate society's views towards refugees, influencing the possibility of their integration. The reports are analysed through Ruth Wodak's discourse analysis method which allows to recognise used means of language. Based on the finding of the analysis, we can designate four main differences whilst speaking about refugees. These include naming of the refugees, responsibility of the Czech Republic within the two crises, situation at the border or context in which the refugees are situated. These differences show an overall contrast in the media image of these refugees. In 2015, the image created is significantly negative, refugees are presented as a threat from which we need to protect ourselves. In 2022 refugees are seen as victims, whom we need to aid from a humane standpoint, but also to protect ourselves from the creator of the war, and therefore the crisis itself.