

Abstract

The main topic of this thesis are the ethically problematic aspects of the Ostrava University Hospital shooting news coverage in the broadcast of the public service media channel ČT24. According to foreign experts, the media coverage may motivate or inspire potential perpetrators to commit other mass shootings. The aim of this research is to map Czech Television's coverage of the Ostrava University Hospital shooting with the use of qualitative analysis with quantitative elements and interviews with participating journalists, investigate the ethically problematic moments and discover, if the Czech Television followed the guidelines provided by experts.

The analysis shown that Czech Television's attitude towards the media coverage of this event differed across the problematic points. This shows the most in terms of the different approach the television took towards publishing the photography and the name of the shooter. While the Czech Television never used the full name of the shooter, it repeatedly showed the photo of the killer's face to the audience.

In majority of the investigated problematic points the Czech Television managed to cover the Ostrava University Hospital shooting without any significant offence against the principles of journalism ethics proposed by the experts.

Furthermore, the theoretical part of this thesis is dedicated to introducing the mass shooting phenomena, its definitions and history in both global and Czech context and explain the role of this problem in journalism ethics.