

Abstract

This bachelor thesis titled *Media portrayal of the „Jan Cimický“ case in the selected Czech online media* is dedicated to the analysis of the representation of the case of Jan Cimický, a psychiatrist accused of sexual assault, in the Czech online media space. The thesis is based on the assumption that the media set the agenda and frame the information that reaches the public. Key concepts related to the context of the case, such as sexual harassment and violence, victimization, and rape culture, are clarified. The impacts on the victim's life are also mentioned, and how the media can contribute to so-called *secondary victimization*.

For the analysis, the work uses qualitative research methods, specifically grounded theory methods, which are described in the methodological part. A sample of articles was selected according to predetermined criteria and subsequently analyzed. The analysis focused on the categories and patterns that occurred in the media in the context of this case, and then placed them within a broader framework.