

Abstract

The thesis *Media Framing of Professional Athletes' Mental Health in Czech Media* focuses on the media framing of texts concerning the mental health of selected elite athletes. Drawing on a sample of 156 articles, it analyses and identifies frames that shaped the media portrayal of these athletes and their mental health issues. The thesis is divided into three main sections. The theoretical section examines the scholarly literature published on framing theory and the representation of (not only) athletes' mental health in the media. In the methodological section, the thesis delves into the chosen research method – qualitative content analysis together with frame analysis and the frames are also defined. This part of the text further describes the sampling procedure, the variables studied, the coding process, and the periods analysed. The final and pivotal part is the analytical section, which outlines the individual frames identified in relation to the athletes under study, addresses how these frames manifested, and illustrates their existence with specific examples. In addition to a qualitative perspective, the analytical section also includes a frequency analysis focusing on quantitative relationships between the variables under examination, as well as potential correlations among them. Results of the research are also presented there.