Abstract

This thesis explores how the Slovak media have portrayed the Brexit debate. Its main objective is to map how Brexit is represented in Slovak news outlets (Aktuality.sk, Denník N, Denník SME, Topky.sk, Plus JEDEN DEŇ, and Nový Čas), focusing on whether the articles support or oppose the United Kingdom's disintegration from the European Union, and to identify the predefined media frames used within these articles. The analysis spans the period from 2016 — the year of the Brexit referendum — to 2024. From a methodological standpoint, the thesis employs supervised machine learning. Two fine-tuned xlm-RoBERTa-base models were developed to classify articles' stance regarding Brexit and detect prevalent media frames. The study investigates the differences between tabloid and mainstream media in their support for Brexit and whether there has been a shift in media framing, specifically, from a sovereignty to an economic frame. The findings reveal that Slovak tabloid media are more supportive of Brexit than mainstream outlets. However, the expected shift from sovereignty to economic framing was not observed. Instead, the economic frame was already dominant in the early stages of Brexit coverage within the Slovak media landscape.