

ABSTRACT

This diploma thesis deals organizations of civil sector in the media in the main news report “Události” of Czech television and in the main news report “Televizní noviny” of Nova Television. There is applied the method of the contentual analysis. The goal of the diploma thesis is to conclude if the information is prone to be positive, negative or if the news broadcast is noncomittal. In addition to that, this thesis examines other features of civil sector organizations in media, e.g. what kind of participants and activities have occurred in news of civil sector organizations or how large of a space is dedicated to this topic in newscast.

Key Words

Non-governmental organizations, TV Newscast, Media Analysis, Media Image