Abstract
This thesis deals with the medialization of public health-threatening events associated with the methanol affair, which appeared in Czech republic in September 2012. The thesis examines the ways in which selected four national newspapers informed the public about that case. The theoretical part presents concepts through which it is possible to look at the functioning of the media - their role in society, patterns and routine ways of media production, their role in case of emergencies and crises. Analytical part first outlines the methodological basis and consequently represents the outputs of quantitative and qualitative research. The quantitative part mainly describes how much space was in the examined newspapers provided with the affair, what kind of sub-themes were most accented, how much importance was over time attributed to the affair, what the motives were displayed in the published photographs, to what extent was preserved news neutrality of published headlines. The qualitative part of the research focuses on the linguistic tools used in articles in term of neutrality, on non-verbal expression tools and in detail illustrates how the examined newspapers reported about specific events associated with the methanol affair.