

## Summary

The aim of the thesis was to find out how domestic violence was framed in the Czech printed media. The analysis was based on the findings of Robert Entman, who defined framing as selection and emphasising of certain attributes in the media (Entman, 1993). The work brought about a theoretical introduction into the concept of framing which became a part of the media studies in the last twenty years and which currently deals with all phases of media text origination and interpretation. The framing method was applied on a chosen topic of domestic violence, in connection with the new law on protection of abused people, which came into effect on January 1, 2007. Five weeklies (*Blesk pro ženy*, *Instinkt*, *Květy*, *Reflex*, *Respekt*) were selected for analysis and the monitored period of one calendar year from January 1, 2007, to January 1, 2008, was set. In the practical part, a qualitative analysis was carried out, determining the frames and research hypotheses for further interpretation of framing of given topic. Subsequent quantitative analysis studied the methods of article framing by individual magazines and eventual differences in the approach to this topic from the viewpoint of prevailing stereotypes associated with domestic violence. Attention was also paid to the question whether the magazines provided sufficient reports on the topic and what aspects contributed to the final construction of meaning in media texts. The thesis showed that the weeklies predominantly framed women as victims, but they also started writing about abused men more often. Violence against children and senior people was only mentioned marginally. Texts were framed episodically; victims' stories were the most common way of depicting this phenomenon.