

Abstract

This bachelor thesis deals with journalist's processing of multicultural themes in printed media. The aim of the thesis is to find out, how journalists from different kinds of media act, when they create a media product relating to a multicultural topic. The theoretical part in the first phase describes multiculturalism and his development, terminology, which is frequently used in this area, and a situation in the Czech Republic. The second part deals with occurrence and treatment of multicultural topics in the media and also with editorial procedures of journalists, both in general and in conjunction with multicultural topic. The practical part focuses on in-depth interviews with journalists, who usually cover this area. The talks are afterwards analysed by a method of open coding, which creates a part of grounded theory.