

Abstract

This bachelor thesis deals with the media image of the 'Vítkov Arsonists' case in Czech Television main news programme Události between 19 April 2009 and 13 August 2009, which is the period beginning with the arson attack and ending with the detention of the suspects. The theoretical part is divided into two parts. The first one deals with the media image of the Roma people with a general focus on the problematics of stereotypization of ethnic minorities, in particular the Roma minority in Czech media. The second one is focused on the description of methods used for media analysis, in particular analysis of objectivity and its violations and visual analysis. The practical part of the thesis is focused on the analysis of the news items broadcasted by the given news programme in the determined time period in terms of quality and quantity. This part takes into account the number of news items related to the Vítkov case and their genre typology. It also analyses the informational quality of the content of the news items, the visual coverage of the case, as well as the presentation of the case and of the individuals involved in the case. The issue of stereotypization of the Roma minority is treated with a special emphasis. The analysis of the material is based mainly on the method of analysis of objectivity and its violations and the visual analysis.