

Abstract

This thesis analyzes the way of presenting the catastrophe called Sandy in the Czech media. The motivation for choosing this topic was the ascertainment that the information about Sandy narrows only on the information about New York in spite of the fact, that this hurricane, sometimes called tropical storm or “superstorm” caused many injuries in the area of Cuba, Jamaica, the Bahamas and especially Haiti. The analysis is realized by force of critical discourse analysis of Norman Fairclough, because this method is appropriate especially for analysing mass media texts in the way of offering complex view from the level of social context, through the process of production to the language form of texts. Consequently, theoretical background comes from the methods and concepts of Norman Fairclough, from the definition of media discourse, which is oriented on new media, news and news values. The analysis is oriented on the most readable Czech online news and the on the news web pages of the Czech public service television and the Czech public service radio. The goal of this thesis is primarily the comparison between the way of reporting about the hurricane between the commercial and public service online news articles; revealing ideological and powerful aspects in the way of this reporting; and the comparison between the way of reporting what Sandy caused in the Caribbean area and in the area of United States of America. This three goals are also three main hypothesis of this thesis, which consist of the ideological nature of the online news, focusing on the reporting mainly about the United States of America, possibly the New York City and that public service online news will balance this way of unequal reporting of commercial media.