

Abstract

The diploma thesis „Media terrorism via bacteria E.coli“ puts the so-called cucumber affair from Summer 2011 into wider context and aims to discover the main attributes of contemporary risks and define the way they are presented in the media. Misguiding media releases and the inability to identify the source of the bloody diarrhea outbreak in Germany caused by E.coli bacteria have collectively had a significant impact on consumer behavior and economic stability on a global level. Most people are dependent on government and expert authorities due to the fact that they cannot recognize what represents a realistic threat and what serves as a basis for media sensation. This is why this thesis studies the social constructionist theory, basic media routines and practices as well as theoretical concepts that support the production of pseudo-events. A content analysis of selected Czech dailies and weeklies was executed in order to enable a comparison of the language that has been common for all „pandemics“ in the 21st century.