

ANNOTATION

„Representation of the environment in Russian and Czech press“

This diploma thesis deals with the representation of the environment in the Russian and Czech press. For my research I chose two news weekly papers: Respekt and Argumenty a fakta issued between the years 2007-2011. Quantitative content analysis and qualitative frame analysis were used for data processing. The theoretical part describes the development of the media, their influence on society, mechanism of news construction (agenda setting, news values, objectivity, bias, access to news, work with sources), the development and state of the Czech and Russian media, concepts of nature and the development of environmental reporting. In the practical part I found out how the environment and nature are viewed and interpreted by these printed media in the content of their messages.

Key words: environment; nature; media; representation; agenda-setting; content analysis; frame analysis; framing; weekly magazine; Respekt; Argumenty a fakta