

Same event, different representations: How do biases differ in mass media and participants descriptions?

Abstract

The main theme of this thesis is the representation of events by two different perspectives - the media's representation on the one hand and narration of participants on the other. Both of these methods of capturing events stands for an effort to interpret actuality, which attributes importance to it. While in the case of media the important factors are especially those as regulatory requirements, news values or the image of the audience, at the individual level are mainly applied different strategies of self-presentation. Since everyone in the interpretation of reality is affected by their personality or behavior, there are many different images that depict everyday reality which we accept. It is therefore important to be aware of how these representations are created. The goal of the research itself was to explore both of these sources and describe how they differ from one another in case of a representation of the same event (namely Prague Pride Parade 2014). The intention was to find out how the two types of descriptions differ and how are affected. The findings presents on what both types of description have focused, what were the main topics presented and the context in which the event was represented. Thanks to these contexts it was possible to define how the two types of representations were biased.