

## **Abstract**

The thesis examines media interpretation of the Greek financial crisis in selected Czech media. It analyzes framing of this issue in Czech daily newspapers MF DNES, Právo, Hospodářské noviny and Lidové noviny in period of the first five months of 2010 (1.1 – 28.5.2010). Theoretical part of this thesis is based on Robert Etman's concept of framing, which was defined in early 90's. The main research question is which aspects of the Greek financial crisis were selected, and/or emphasized by Czech media and what interpretations were created using these constructions. The analysis is focused on qualitative research of selected articles using method of grounded theory. With this method it comes to interpretation of the Greek financial crisis in Czech media, detailed understanding of analyzed texts and setting up basic means of framing that are used by journalists.

Quantitative analysis is exploring selected population of articles in specific period of time and answering basic research questions (How was crisis framed? How daily newspapers interpretation varied? In which way was the crisis interpreted from the perspective of Czech political scene? How did framing changed in time?). Sub-hypotheses coming from qualitative analysis are then further tested.

## **Keywords**

frame analysis, framing, qualitative analysis, quantitative analysis, greek financial crisis, Greece, European Union, elections, Czech Republic, MF DNES, Lidové noviny, Právo, Hospodářské noviny