

Abstract

This diploma thesis is trying to reveal the ways and characteristics of the media portrayal of the European Union and its related issues – based on the analyzed example of the news coverage of Czech Television during the 2014 European Parliament elections. The first, theoretical part of the thesis deals with the theoretical aspects of the examined topic. In its first chapters the evolution and development of the European integration process is explained along with the historical contexts of the admission process that lead to the acceptance of the Czech Republic into European Union as of May 2004. Following chapters are theoretically examining the main academic topic of the thesis, which happens to be the portrayal of various political and non-political issues and actors via television news broadcasts. In this part of the text the basic theoretical categories and concepts are defined and explained in order to being clarified for further use in the course of the following analytical chapters and pages of the thesis. These theoretical categories and concepts include, for example, the theoretical labels of media representation, media narrative, agenda setting, priming or framing. Subsequent chapters are focusing on the theoretical concept of the public service media with its critical topics and issues of academic discussion. The second, analytical part of the thesis firstly explains its methodological background and then describes the process, developments and final observations of the qualitative content analysis that was made on the example of the chosen television news contents and reports dealing with the topics of the European Union and the European Parliament elections of 2014. The final part of the thesis reveals the collected analytical observations, interpretations and assumptions, answers the previously asked analytical questions and hypotheses and eventually attempts to provide a limited body of generally applicable conclusions.