

## **Abstract**

This bachelor thesis focuses on the media influence on society during Ebola epidemic (in 2014–2016) and Zika epidemic (in 2016). The theoretical part describes the basic concepts and outlines the progress of both epidemics. Then presents a theoretical basis for the issue of the influence of media messages on the audience, society and the pharmaceutical industry. This part also briefly discusses the adaptation of reporting about diseases in the selected ethical codes (The Czech Television Code, BBC Editorial Guidelines and The Code of Association of Television Organizations CR).

In the practical part, the findings from the theoretical part are applied in the case study, where the audio-visual news from The Czech television and Television Nova during Ebola and Zika epidemics are analysed. The thesis notices frequency of the news during these periods, the character of the news, language usage and the guests who appear in the broadcasting. The analysis is accompanied by a description of the editorial work in both televisions. Subsequently, based on the results of opinion polls, there are chosen the most visible effects, that the media coverage caused on the audience. Based on the interviews with several experts, there are characterized the effects, which reports of epidemics caused on the pharmaceutical industry. The conclusion is devoted to the proposal of regulation that would eliminate the risk of unexpected reactions of the audience and pharmaceutical industry in the similar situations.