

## **Abstract**

The bachelor thesis examines how human rights activism responding to human rights violations in China and Tibet is being presented in Czech media blesk.cz, čt24.cz, lidovky.cz and parlamentilisty.cz. Quantitative content analysis and frame analysis were used to analyze media articles. The presentation of activists was explored through various aspects, from which the most important was the framing of activism. The presentation of activists was divided into five frames describing the most common ways how media wrote about them. Activists were presented as vandals and marauders, supporters, opponents and critics, victims and neutral as people demonstrating their opinion. The themes linked to the presentation were eight: politics, human rights, investment, Czech-Chinese relations and the country's direction, police and citizens' rights, activism, media and foreign reaction. The text describes not only the activist presentation in single media platforms, but also compares selected internet portals. There occurred the same schemes in each portal, however the difference was the proportion in medias. The scheme occurrence pointed out the fact, that activists have been presented not in single but multiple ways.