

Abstract

This Master's thesis identifies the characteristics of the Czech media in the context of the media construction of health risks – the Zika virus, focusing on the printed media. Research by T. Knířová (2011), comparing the construction of swine flu risk between the British daily newspaper *The Times* and the Czech daily *MF Dnes*, and the analysis of the avian influenza, mad cow disease and West Nile fever in *The New York Times* (Shih, Wijaya, Brossard, 2008) are the initial works. The thesis uses a method of quantitative content analysis extended by an interpretative text reading. The risk of viral infection is analyzed with regard to concepts of agenda-setting, framing, and issue-attention cycles.