

Abstract

The main theme of this bachelor thesis is the media representation of the case of politician Yulia Tymoshenko in three selected printed daily newspapers – Czech papers Lidové noviny and Haló noviny and British paper The Guardian in the period 2011-2013. The Czech papers were chosen intentionally on the basis of its political orientation. Left-wing oriented Haló noviny where was assumed that would sympathize with Russia and Lidové noviny as pro-western representative. Where was expected that will take Tymoshenko side. Through a quantitative content analysis of a total of 204 news and opinion papers, I evaluate what topics this media put to the forefront of interest and how objectively it is presented to readers. A database of individual contributions with the coding of the monitored characteristics related to the topics, the author's expression, the objectivity and the contribution sources is created for the purposes of the thesis. The evaluation and interpretation of the results takes place both descriptively within each journal and comparatively. Evaluation and determination of conclusions as well as coding of indicators are carried out following a thorough study of the historical events in Ukraine related to the case of Yulia Tymoshenko. The research part of the thesis is based on the concept of objectivity in journalism and the theory of media framing. The aim of the thesis is to verify what extent the political orientation of the media is reflected in the manner in which they provide the public with information about the same case in the same time period. The presumptions were confirmed after evaluation of the analytic part. Haló noviny was truly Russian oriented in providing information about the case and inclined to criticize Tymoshenko. Range of provided information by Haló noviny was significantly smaller than by Lidové noviny. The second Czech paper has confirmed assumption as well and sympathized with Tymoshenko.