

Abstract

This bachelor thesis examines the media debate over the possible construction of Keystone XL pipeline. In 2008 the Canadian company TransCanada submitted an application for presidential permit to construct the pipeline. Such permit was needed as the pipeline would be crossing the U.S. international border. In 2015 President Obama decided not to issue the permit. This thesis examines how was this topic debated in the two prestigious US newspapers The Washington Post and The New York Times. The research methodology that was chosen for this paper is content analysis. Unit of content is an article from abovementioned newspapers published between 2008 and 2015 that had the headword “Keystone XL” in its headline. The thesis relies on framing theory. It aims to identify the frames that dominated the debate and their main storylines. In its first part the paper defines the methodology and its theoretical framework; the second part examines the results of the content analysis and afterwards deals in depth with each of the frames. The three dominant frames were “environmental frame”, “energy security frame” and “economic frame”. Each frame is put into the broader context of the academic research dealing with the same topic.