

In this thesis we focused on different ways of representing entrepreneurs in the press - the process of selection in the news. There is not only the question of gatekeeping, but there are more commonalities and assumptions: categorization of every kind, that means the representation of concrete facts in more general terms, and casual attribution. The world of the press is not the real world, but a world produced and consequent. Codes present the world with meaning or significance by organizing it into categories and relationships which are not there "naturally", but which represent the interests, values and viewpoints of social groups. Reality is mediated and the news is socially constructed.