

Annotation

When the refugee crisis struck Europe in 2015, Czech society found itself on intellectual intersection which influenced media discourses of refugee issue. Therefore some of the media were criticized for biased manner of refugee topic coverage. Considering FTV Prima, the suspicion of non-compliance of objectivity grew rapidly after the audioreport release of meeting, where leadership of this television confined its employees to report about refugee crisis as a threat and danger. This work reflects the issue of influencing the broadcast of commercial television by the proprietor. In the first part of this bachelor thesis the terminology concerning refugee phenomenon is defined and the relationship of Czech society to immigrants is analyzed. Moreover, topics of media theory are explained including media content output, agenda setting, objectivity, bias and influence of mass media to society. These theoretical concepts are then interpreted affecting FTV Prima case. The aim of this work is to describe chosen aspects of reporting about refugee crisis in the main broadcast of FTV Prima. The quantitative analysis has been selected as a methodology of this thesis where author examines tonality, number and order of reports related to refugee crisis within 48 days in August and September 2015. This analysis is to compare the discourses before and after of leadership affection to reporting strategy.