

The diploma thesis is focused on the European refugee crisis and its visual representation in czech online media. The first part of the thesis introduces causes, development and wider context of the crisis, focusing on its reflection in czech society. In addition, the thesis analyzes issues of media representation and defines main theories covering the issue. The thesis also describes other concepts of media studies, such as stereotyping or agenda setting. Moreover, it explains the principles of framing and gatekeeping in the media. All mentioned theories are applied on the field of visual communication. On top of that, the thesis focuses on the importance of photojournalism in the production of news content, defines its essence and changes which occurred after the adaptation of the digital technologies in the media.

The next part of the thesis provides information about editorial routines associated with the production of photographic materials in the media and the organizational specifics of the work. The analytical part of the thesis subsequently provides an image content analysis of the czech news websites iDNES.cz and Blesk.cz. The purpose of the analysis is to state detailed overview of the ways of visual representation of the refugee crisis in the czech online media. The final part of the diploma thesis is composed of interviews with editors who work in researched media. The main purpose of the interviews is to complete the overall picture of the analyzed issues and to provide insight into the basic production principles that form the visual representation of the refugee crisis in the czech online media.