

The thesis *Framing of Me Too Campaign in Selected Czech Media* examines how selected Czech newspapers and magazines represented the Me Too movement. This movement is considered to be an example of *hashtag activism* which relates to sexual harassment and gender based violence.

This thesis draws both from theoretical and analytical concept of media framing. Using qualitative analysis based on grounded theory approach - more specifically open and axial coding - the research aims at identification and description of news frames that appears in analysed articles. The sample is composed of selected articles published at newspapers and magazines, including *Hospodářské noviny*, *Lidové noviny*, *Právo*, *Blesk*, *Reflex*, *Blesk pro ženy* and *Respekt*. Axial coding stage revealed ten news frames which were integrated into three major categories: (1) Social consequences of the Me Too movement (2) Me Too in the context of Czech Republic and (3) Film festivals (and awards) in the light of the Me Too movement.