

## **Abstract**

The diploma thesis deals with coverage of the Great March of Return event in selected Czech online media (Aktuálně.cz, Echo24, Haló noviny, iDNES, iRozhlas, Lidovky, Novinky.cz). Demonstrations erupted in early March of 2018, with the goal of returning Palestinians to their historical territories of Israel. The theoretical part of this thesis deals with concept of framing and also expands on the often neglected visual framing. It then covers role of war photography in the media, addresses crisis of photojournalism and provides historical and political context of the Great March of Return. The research part uses concept of framing and aims to analyze way in which Czech online media interpreted researched Israeli-Palestinian conflict. For a more comprehensive insight into this issue, thesis deals with both verbal and textual content, which is examined at the same time or compared with each other. For the possibility of testing different perspectives, diploma thesis uses both quantitative and qualitative framing methods.