

Abstract

The thesis examines whether the media content that won the Award for Solutions Journalism meets the basic criteria of this particular journalistic approach. The qualitative content analysis is complemented by a multi-case study, which was prepared on the basis of interviews with the winners of the Journalism Award for Solutions Journalism and popularizers of this journalistic method in the Czech Republic. A multi-case study examined whether journalists deliberately developed award-winning media content using this method. The work also provides information on the conditions under which the approach has established itself in the Czech Republic while it outlines its future.

The theoretical part contains the definition of Solutions Journalism, describes its classification among other journalistic approaches and its development. It briefly introduces non-profit organizations that seek to create awareness of Solutions Journalism in the Czech Republic.

The main goal of the research is to confirm that in the Czech Republic the media content has been created within the framework of this journalistic approach, but it was not named as Solutions Journalism. The awarding of the Journalist Award for Solutions Journalism serves primarily as a way to raise awareness of this method.