

## **Abstract**

This diploma thesis examines how the first, spring wave of the coronavirus pandemic and its associated aspects were presented by Czech media, specifically by the opinion sections of reputable mainstream online media in three three-days intervals in different phases of this period. Its main premise is that the way media refer to a social reality can significantly influence this reality, its theoretical part is therefore focused on the reciprocal relationship between media and society, mainly the social construction of reality and discourse, besides also describing the pandemic itself and the trends in the usage of media during the analysed period. The research itself was made using the discourse analysis method. The central chapter of the thesis presents key findings in ten subchapters focused on the main discursive tendencies, common language elements and social phenomena being referred to. The interference of the COVID-19 discourse with the ones about the government restrictions, economic development and the assumed Chinese origin of the virus was salient, the parallels with other diseases or historic events or eras were also common. Metaphors, neologisms, fallacies or metadiscourse reflections appeared in the analysed texts as well. The dynamics of the discourse that was varying depending on the time period, bringing different common narratives, was described subsequently. The thesis has an explorative and qualitative character, the main finding presented is therefore the extensive description of the common discursive practices that appeared in the examined media discourse while assuming that these practices could have influenced the public opinion about the situation as well as its development.