

## **Abstract**

The Diploma thesis named *Media representation of selected events and related conspiracy theories in mainstream and alternative media in Slovakia* is focused on media representation of historical events related to Slovak public officials, namely the death of Milan Rastislav Štefánik and the death of Alexander Dubček, which are the subject of various conspiracy theories. The theoretical part of the thesis focuses on placing the phenomenon of conspiracy theories in the context of media studies, followed by the division of the Slovak media structure into mainstream and alternative based on the available sources. Last but not least, theoretical part contains overview of available information regarding selected events. Subsequently, the representation of the events in selected Slovak digital media (*aktuality.sk, dennikn.sk, sme.sk, hlavnespravy.sk, kulturblog.sk, zemavek.sk*) is examined using frame analysis in order to map the frames through which the events are mediated and also the identification of individual conspiracy theories related to them. In terms of methodology of analysis, a combination of qualitative and quantitative approaches was used. As a result, the analysis offers an overview of the media representation of both events through the identified thematic categories, the individually assigned frames, the relevant types of media and the presented conspiracy theories.