

## **Abstract**

Rigorous thesis „Principles of popularization of scientific knowledge on the Czech and American news servers” evaluates and compares news published during three month period in scientific sections of news servers in the Czech Republic and the United States of America. The thesis follows room provided for scientific topics, the audiovisual features and theme agenda on NYTimes.com, USAToday.com, iDnes.cz and Novinky.cz. The results are accomplished through the quantitative content analysis which is supplemented by the qualitative semiotic analysis. The semiotic analysis determines compositional and narrative structures and the language features in the articles. It is very important to be concerned about the scientific journalism, as science is important in people’s lives and, furthermore, it is the public who helps to support scientific efforts financially. Thus, scientists should be concerned about and aware of science communication in media.