

Abstract

The objective of this work is to survey the media picture of volunteering as provided to the public by the two Czech media – the most read quality paper in the Czech Republic Mladá fronta DNES and the professional electronic monthly Svět neziskovek. The survey consists of analysis of articles published in the respective media in 2011 for which the framing method (also called frame analysis) was used. With regard to the complexity of the phenomenon of volunteering, this work uses the theoretical concept of three paradigms (perspectives) as established by C. Rochester. These three paradigms (civil society paradigm, non-profit paradigm, volunteering as serious leisure) are identified in the articles, surveyed and mutually compared and subsequently the overall picture of volunteering as provided by the media is compiled. Quantitative evaluation of certain parameters related to volunteering within the articles (the field of voluntary activities, organizational context, age of volunteers and so forth) is also a part of this work.