

Abstract

The main purpose of this thesis is to describe how the respectable Czech newspapers and news websites access to three major new religious movements in our country. Thus the Jehovah's Witnesses, the Church of Jesus Christ of Latter-day Saints and the Grail Movement. In the theoretical part, I generally define the term “new religious movement”, then I describe in detail the three above-mentioned movements. The following chapter deals with the relationship between media and new religious movements. The theoretical part is closed by describing the used methodologies. In the analytical part of this thesis I make discourse analysis of the chosen media messages. I mark out specific characteristics and roles that media attribute to the members of the examined new religious movements. I cite concrete passages from which these characteristics result. Simultaneously I refer to texts that relate to these characteristics. The results of the analysis I summarize and describe in the last chapter of the analytical part, in which I also present an overview of all the characteristics and roles that appeared in the media. The summary sums up the results of the analysis and evaluate whether the target of this work was filled.