

## **Abstract**

In April 2013 in Bangladesh building with five textile factories in which 1,129 people died, collapsed. A period of two months followed by when the media reported on violations of human and labor rights more than for the whole period of eight years before followed. The aim of this work is media image of human rights shown on the largest textile disaster in April 2013. The aim is to describe the media construct of human rights in the Czech serious media and their Internet sites. The solution I used is a combination of qualitative and quantitative analysis and analytical part is divided into two periods. The first part of the analysis focuses on the period of one year after the collapse of the factory, the second part analyzes the period from January 2005. I managed to describe how the Czech serious long-term media ignore human rights themes and focuses only to the news reporting.