

## **Abstract**

This Bachelor thesis deals with the media image on non-profit organizations operating within the Roma communities. The examined articles come from four Czech news portals Aktuálně.cz, Deník.cz, iDNES.cz and Novinky.cz, the examined period is January – July 2013. The theoretical part outlines selected concepts of media theory, which are later used for media content analysis: gatekeeping, news values, agenda setting, framing. There is also theoretically defined nonprofit sector, its organizations and some of the aspects of current situation which can affect public and media image of non-profit organizations. The theoretical part continues with description of social exclusion aspect within the Roma community and shows that it's strongly embed in history. Later there are information about the concept called New(s) Racism and about characteristics of minorities' media image, which is also applicable on media image of the Roma people in the Czech Republic. The methodology chapter defines the main research problem, describes the media sample and selected period. The part describing applied research covers media content analysis – the quantitative part contains the number of articles found, the incidence of non-profit organizations and their representatives, shows the amount of space which media give to the non-profit organizations. The work also shows proportions according to the prevailing topic. Qualitative interpretation tries to find a role of nonprofit organizations in selected news. List of articles found is attached.