

Abstract

The presented master thesis deals with the topic of stereotypical presentations of disabled people in Czech newspapers and with its impact on the audience. This topic build on previous findings regarding repetitive stereotypical images and frames of disabled which were not only studied on newspapers. Simultaneously with those reoccurring frames and images we can also find positive of negative labels which are used in connection with disabled in newspapers. The work examines whether these phenomena occur also in Czech online and printed news.

Using qualitative content analysis phenomena mentioned above were searched in randomly selected one hundred news. Requirement for choosing articles to selection was that the articles content need to be whole about handicapped people. Precisely, based on previous literature the text were analyzed and it was searched for narrative frames or models, stereotypical frames and labels that could be presented in texts. The purpose of this analysis was not only to demonstrate that those frames or labels are present in Czech newspaper articles but also make an attempt to fins new stereotypical frames or labels that those texts may contain. The second part of the analysis is to verify whether the public perceives these stereotypical frames and labels of disabled people presented to them in media. This matter was analyzed using an online questionnaire. The questionnaire included two filter questions, which should have guarantee that each of the respondents noticed reports of disability in media and also that the respondent is a regular reader of media which was selected for research purposes.