

Framing is one of the important concepts of media studies. That is because the journalists use framing as they create news. Framing makes it easier for their audiences to perceive the news and to understand it better. In media production framing occurs mostly because of the fact that journalists are affected by their opinions or by the organizations that they work for. Even the recipients doesn't have to perceive the news same way as the author – they are also affected by their opinions and his environments.

The goal of this thesis was to find out how three Czech journals – Respekt, Reflex and Týden - framed European Union during the European Parliament elections 2014. In that period media informs about EU more than usual. Another goal was to find out how journalist constructed these frames. Qualitative analysis revealed six frames, which I named: Uncertain future of the EU, Lack of interest of Czechs for the EU, Absurd regulations of the EU, Necessary bureaucracy of the EU, Relevancy of the European parliament and European MPs and Inefficiency of European MPs. In analyzed journals prevailed negative frames over positive ones. As tools of framing authors used mostly headlines and captions. Selection of sources wasn't as important as choice of vocabulary and repetition of words in texts.