

## **Abstract**

This thesis introduces media representations of civil society organizations (CSOs) through quantitative content analysis of four dailies (HN, LN, MFD and Právo). The aim is to analyze and describe CSOs media representations in relation to media elements that characterize these representations, as well as through space and priority, organizations and actors that are associated with. The selected method allows the comparison of media representations for particular newspapers. The study builds on a social-constructivist paradigm, focusing on the agenda-setting theory, gatekeeping and news values. Thesis also discusses specifics of the CSOs and non-profit logic in relation to media and journalistic logic and their influence on the final CSOs media representations, including potential nonprofit dilemmas. The media representations are strongly determined by regionality and relationship with other sectors. CSOs are presented through positive and uncontroversial theme of good deeds. Regionality is together with social themes the most frequent topics associated with CSOs.