

Abstract:

The object of this diploma thesis is to cover and describe main selected aspects of reporting on refugee crisis in two key czech news programmes – in Zprávy FTV Prima and in Události ČT. Within the confines of one randomly chosen week in six months at the turn of the year 2016 and 2017 the author uses the quantitative method of analysis (with some elements of qualitative research) to describe in detail the discourses chosen by these two powerful media institutions to inform the recipients. This work concentrates on most frequent topics, on their framing, on the linguistic and semantics codes etc. The initial part of the thesis offers insight into theoretical knowledge about this topic – history of migration in Czech territory, selected theoretical concepts and last but not least – the context, facts about the number of migrants living in CZ and EU also. The conclusions may serve as a basis for other analysis concerning this highly topical and very complex issue. The author perceives this subject as one of the most important event of late, which in addition strongly resonates with social and public life. It was in this very recent exodus that exposed how significant may the attitude of media be for shaping the public opinion and the strongest ones seem to be those who can connect both persuasive ways – words and visuality.