

In the diploma thesis *Reproductive medicine on Czech and British news servers*, the ways in which Czech and British media communicate the subject of reproductive medicine are described and compared. The method used is quantitative and semiotic text analysis. The focus is placed on the contribution of the media of the two countries to the public debates on ethics which is operationalized as the presence or lack of pluralism of opinions on individual topics and attitudes of the people featured in various articles. In the thematic agenda, the thesis deals primarily with anomalous pregnancy, contraception, genetics, surrogate motherhood, abortion and assisted reproduction. It also examines the concept of the article (event, personal story and others), representation of individual sections, ethical framework, the representation of spokespersons (doctors, patients, researchers, etc.) and their attitudes to the matter in question. The semiotic text analysis then discusses in detail the communication of a major milestone of reproductive medicine - the announcement of the birth of the first child that bore the genetic information of three people. For each topic, one article is selected from each of the studied news media, namely the Czech servers Blesk, ČT24 and iDnes and the British BBC, Daily Mail and The Guardian. The analyzed period is September 2016 to January 2017.