

Abstract

This diploma thesis tries to provide a theoretical basis and explanation of the interdisciplinary connection between positive psychology and constructive journalism. Constructive journalism involves the application of the tools of positive psychology in order to increase the quality of media content by creating engaging and productive news and journalism. The aim of this work is to verify the theory and methods of positive psychology and constructive journalism through research, which exposes respondents to two articles formulated in both negative (catastrophic) and positive (constructive) frames. The purpose is to find out to what extent framing affects emotions, motivation, attitude or preference and whether constructive journalism is really the right way to raise the level of journalism as such.