

Summary

The diploma thesis deals with the media portrayal of alcohol use during the COVID-19 pandemic in the Czech Republic in the period from March 12 to May 17, 2020. In the theoretical part, attention is paid to the definition of basic concepts related to the issue of alcohol. Attention was also focused on a brief presentation of the COVID-19 disease and its effects on mental health, including the impact of alcohol use during the pandemic. Finally, I focused on the media's division, function, and influence on the recipient of information.

The work aimed to find out how the topic of alcohol was presented during the state of emergency, what was the media's interpretation in connection with the use of alcohol, and the restriction of its availability (as part of protective and crisis measures), whether the news differed in various regional mutations and how it presented "online" drinking during a declared state of emergency.

I obtained the research file through deliberate purposeful selection. All media content related to alcohol was obtained through Newton Media monitoring. The total number of these communications was 3,014, of which 591 were in print, radio, and television. These media releases were subjected to a detailed examination, during which a total of 198 of them were discarded.

I chose interpretive content analysis as the data analysis method. This method allowed me to search for specific characters suitable for investigation in media communication. Using induction, a codebook was created for assigning specific variables. I then categorized and coded the obtained data according to predetermined criteria. To analyze the obtained results, I chose a combination of the MS Excel program and statistical tests: Pearson's χ^2 test and Fisher's exact test of independence.

The analysis shows that the press gives the most information about alcohol, followed by television and radio to a lesser extent. The highest daily number of articles was monitored in mid-April 2020. In connection with the restriction of alcohol availability, almost half of the media messages were interpreted negatively. Among the most influential media that reported the most about alcohol in the monitored period were Mladá fronta DNES, TV Nova, and Právo. The percentage representation of individual topics differs in individual regional mutations. In connection with "online" drinking of alcohol, only 5 media messages were monitored.

Keywords: alcohol, COVID-19, coronavirus, media analysis