

Abstract

The aim of the thesis is to find out whether the media image of Petr Kellner differed in the main news of public television Česká Televize compared to TV Nova which was owned by the businessman and then by his heirs. The thesis starts with a description of Kellner's life, business and his family. It also details his death in a helicopter crash in Alaska. Then it continues with the research. For this, both a quantitative analysis of the coverage of Kellner on both two TV stations and a qualitative framing method were used. The research showed that Nova television devoted almost twice as much airtime to inform about Kellner compared to Česká Televize. It also mentioned Kellner's philanthropic activities more often.