

Abstract

Master's Thesis *COVID-19 pandemic in selected Ukrainian media* gives an overview of the Ukrainian media system with a focus on media ownership and its outcome in the end publications. By choosing three different types of ownership: privately owned media, pro-governmental media and opposition-owned media, we took a look at how the media published articles about COVID-19 at the very beginning of the pandemic. The methodological basis of this work was framing research, which is meant to uncover trends and the ways in which information about the ongoing COVID-19 pandemic is presented through the analysis of headlines in the chosen online media sources.

The results of the framing research revealed that the frames are indeed present in the materials of the chosen media sources at the beginning of the pandemic. The representation of the frames was discovered to be different from the initial assumptions. The main discoveries revealed how privately owned media are more prone to fearmongering and hope frames, while the politically connected media were statistically less prone to publish anything politically coloured. The results of the study highlight the importance of media responsibilities during the time of medical crisis and how the general public must be critically aware of the dangers of misinformation, especially regarding the COVID-19 pandemic.