

Abstract

The diploma thesis deals with the framing of the protests of the Yellow Vests movement in France in some selected Czech news media. The focus is on a comparison of the way the protests were framed in articles published in traditional and new (press/online) media. The aim of the research is to use media framing analysis to determine whether, and in what way, the media representation of the yellow vest movement is influenced by the type of media (print/online) and whether the content of the articles has elements of the protest paradigm and bias against the yellow vest movement. In the theoretical part of the thesis, the theories of the influence of mass media on public opinion are first briefly introduced, especially the agenda setting theory. The theoretical part of the thesis first briefly introduces the theories of mass media influence on public opinion, in particular the theory of agenda-setting and the concept of media framing. This concept is put in the context of the protest paradigm phenomenon. This is followed by a brief description of the formation and nature of the yellow vest movement and the different characteristics of traditional and new media. Finally, some previous studies on media coverage of protests are presented. The methodological section presents the research problem, the research objective and the stated research questions and hypotheses. The analytical section presents the results of the research obtained through quantitative content analysis. The results of the analysis revealed the presence of the protest paradigm and bias in the media coverage of the Yellow Vests protests. The content of traditional and new media was different in some aspects, but negative frames were predominate in both types of media.