

ABSTRACT

American society is going through an era of deep social and political divisions. At the forefront of this deepening divide are the so-called culture wars, an umbrella term for a set of narratives around cultural and social issues that both sides of the conflict use to advance their political goals. This thesis aims to determine how much space culture wars themes occupy in the production of selected American media outlets, how these themes are projected onto their audiences and how this influences the audience's trust in the mainstream media. The first part of the thesis presents the methodology used in collecting and evaluating the data used in the research for this thesis. The theoretical section also defines concepts and terms related to the topic of the thesis. The practical part of the thesis will then focus on the evaluation of the data from the questionnaire survey conducted among American media consumers between May and June 2023.