

## **Abstract**

This diploma thesis investigates the media coverage of renewable energy in Czech print daily newspapers over an eight-year period from 2015 to 2022. The theoretical part of the thesis summarizes the existing research on this topic and its results. Furthermore, it covers theoretical concepts of media studies such as agenda setting and framing theory. The thesis also gives a summary of the current situation regarding renewable energy sources in the Czech Republic and describes significant events of the analysed period that were related to renewable energy. The methodological part of the thesis presents the research goals, the characteristics of the quantitative content analysis and the research design. The main findings of the thesis are the fluctuation in the number of articles during the years studied and the significant increase in media attention towards renewable energy in 2022. Most frequently covered energy source was solar energy. The actors cited were mostly elites such as politicians, industrialists and entrepreneurs. Economic frames were the most frequently occurring frames. This thesis describes the nature of the media coverage of renewable energy in the Czech daily press and thus outline what information, and in what form, reaches the public through these newspapers.