

Abstract

The case of Petr Kramný, who allegedly killed his wife and daughter in Egypt, has been printed in the memory of the Czech nation since 2013. Both because of its tragic and ambiguous circumstances and, above all, because of the media coverage of the case, which is the subject of this thesis. The „Kramný“ case serves as a template of an actual „media trial“, which examines the effect of tabloid and public media coverage via an online questionnaire. Respondents, randomly assigned to one of two groups, learn about the case of Matúš L., who allegedly killed his girlfriend. However, in reality, they read articles about the „Kramný“ case – one group from the private platform blesk.cz, the other from the public media ct24.cz. The restrained and distant attitude of ČT contrasts with the sensationalist narratives longing for drama presented by Blesk. The results of the quantitative analysis confirm the hypothesis that tabloid coverage leads not only to a higher degree of guilt attributed to the accused but also to a more negative evaluation of his character traits. The accused's behavior is perceived as more suspicious by tabloid respondents, while these respondents also possess greater confidence in the strength and quantity of evidence. Although these findings do not necessarily imply any threat to the justice system in the Czech legal system, they do at least offer a necessary reflection for the tabloid media.