

Abstract

This thesis explores how the Czech mainstream news media portrays sexual and gender-based violence from the perspective of people with different experiences and attitudes towards it. This includes survivors, relatives of survivors, those who are sensitive to the topic, and those who are skeptical or have a negative view towards the portrayal of sexual violence as a topic. The theoretical framework for this thesis is gender theory and cultural studies, specifically interpretive communities, which examine how the media influences our perceptions of gender and society.

The research is qualitative and uses grounded theory practices, which involves open and axial coding to analyze how people with different experiences and attitudes towards sexual and gender-based violence perceive the way Czech media portrays the topic. This includes evaluating the portrayal, the emotions it evokes, and suggesting possible changes. Using the vignette technique, specific examples of media content on the topic of sexual violence are analyzed, and specific changes and adjustments are suggested.

Through coding and the vignette technique, four main problematic phenomena related to Czech media portrayals of sexual violence were identified. These include inappropriate portrayals of victims and perpetrators, inadequate use of terminology and language construction, tabloidization of the topic of sexual violence, and the production of victim blaming and stereotypes in society.