

This thesis focuses on the framing of mental illness in the Czech media. It defines the concept of framing and presents the characteristics, process and effects of framing. Simultaneously, the thesis discusses the concept of mental illness and its categorisation in the International Classification of Diseases (ICD-10). The focus is on the state of mental illness in the Czech Republic. Subsequently, prominent research papers dealing with the framing of mental illness are presented. The aim of the quantitative content analysis of this thesis is to find out how Czech daily newspapers framed mental illness in the years 2018, 2020, 2022. The analysis focuses on which illnesses are mentioned, how the mentally ill are presented, how the media frame the causes and solutions of mental illness, and which sources journalists quote. The results show that stigmatising stories are the most common and that journalists tend to use episodic framing. The most cited illnesses were depression and drug addiction, and very often journalists did not specify the exact diagnosis at all.