

Abstract

The present thesis deals with the role of trust in media in resilience. The aim of the thesis is to explore the approach to trust in media by the state and journalists as a factor in countering the issue of disinformation, with potentially co-explanatory differences between the Czech Republic and the Slovak Republic in their societal resilience. The thesis utilizes exploratory research of a qualitative nature. The results are primarily extracted through 15 interviews with journalists and national officials, as well as experts from both countries. As the results illustrate, the state and media sector in both countries consider trust in the media as a crucial factor in resilience against disinformation and countering disinformation. Journalists' perspectives on the subject are similar in both countries, while the approaches of national officials are to a certain extent different. In the Czech Republic, national officials express a stronger criticism regarding the quality of media on the national level, at the same time, a passive approach to building their trust. On the other hand, national officials in Slovakia depict a greater eagerness to contribute to trust in media. However, it is often diminished by a lack of resources or political will. The results outline the necessity of a comprehensive societal approach to strengthening trust in media as a factor of societal resilience. Currently the state and the media sector do not systematically cooperate on this agenda. The relationship between national officials and journalists in the context of building resilience sets the possible direction for further research. The results from qualitative interviews on a small sample are limiting for research because they cannot be generalized to a larger population.