

This thesis focuses on the media coverage of the housing situation in the Czech Republic in 2023. The thesis aims to shed light on how selected Czech online media reflect the changing housing situation in the Czech Republic in 2023. In the theoretical part, the thesis focuses on the Czech housing situation, including the factors that shape it and their influence on the current housing situation. This section also presents the concept of housing policy of the Czech Republic, which directs the housing situation, and briefly introduces the housing fund of the Czech Republic. The theoretical part also introduces the role of mass media in the context of the housing situation and presents the theoretical concepts of setting the media agenda and framing media content. The methodological part presents a qualitative research method of reflexive thematic analysis and an inductive approach to identifying specific frames. The analytical section presents the research results in the form of 5 dominant themes and 3 key actors resonating in the analysed media messages. It also presents the 4 specific frames used by the selected media to describe the housing situation. The result of the research is therefore an overview of the resonating themes, actors and frames used by the media to describe the housing situation in the Czech Republic in 2023.