

Diploma thesis on Portrayal of Economic Growth Value is a content analysis of chosen czech daily papers. It is engaged in questions of economic growth (and gross domestic product) and its significance in daily papers Blesk, Hospodářské noviny, Mladá fronta Dnes and Právo. The aim is to discover value dimensions of economic growth portrayal.

The study come out from those authors who has critical approach to the problems of economic growth, mind its negative social and environmental effects, and dispute its desirability and legitimacy. Also there are presented findings from media studies, which are related to the role of media when the acceptable picture of world is beeing established. The critique of economic growth and the reflections of media role when the current social order is reproduced are connected in one question: what is the way in which the media participate on common acceptance of economic growth through portrayal of its value dimensions. Through application of content analysis method the study try to answer the question if economic growth is pictured in a positive or negative way and which picture is prevailing. The study answer the question if there are rather those pictures which shows that economic growth is a positive value, or those which refuse or dispute economic growth or point out that there are some negative effects of economic growth. When the variables for content analysis are developed some frame analysis findings are used and some repeating motives in picturing of economic growth are identified.

The results of content analysis refer to the desirability to discriminate between terms economic growth and gross domestic product and shows that while economic growth is pictured mostly in a positive way, gross domestic product in neutral. Negative portrayal of both terms is mostly marginal.