

## **Abstract**

This bachelor thesis delves into the portrayal of the World Health Organization (WHO) by Czech media during the critical period of the COVID-19 pandemic, aiming to understand the nature of media coverage and its implications on public perception. The study examines whether individuals with lower socio-economic status and educational levels are predisposed to engage with media that casts the WHO in a negative light. Utilizing a dataset from the Newton Media database, the thesis employs quantitative analysis to assess the sentiment of media coverage and consumption patterns across different demographic groups in Czechia. Through rigorous statistical testing, the research reveals significant correlations between socio-economic and educational demographics with preferences for negative media portrayals of the WHO, aligning with the theory that such groups may be more skeptical of international cooperation. This investigation contributes to the academic discourse on the media's role in shaping public opinion during global health crises and offers insights into the socio-political dynamics that influence media consumption.

