

## **Abstract**

The Czech Republic is among countries with the highest alcohol consumption per capita. Alcohol is widely spread and tolerated in Czech society, and both public debate and media fail to reflect its negative effects. Therefore, excessive alcohol use and addiction have become taboo topics with many prejudices and stereotypes. The aim of this bachelor's thesis is to create a series of articles that address some less-discussed issues related to alcohol consumption. The theoretical part of the thesis focuses on alcohol addiction, its impacts and treatment. It then analyses the media coverage of the issue, highlighting its shortcomings and offering possible improvements. Special attention is paid to the concept of social journalism as a tool for handling various social problems. The methodological part specifies the journalistic genres (interview, feature, and commentary) used in the practical part. It also describes the creation of the series of articles, choice of topics, interviewees, use of information, and ethical problems that arose during writing. Finally, the practical part of the thesis consists of five texts which address mental health, the relationship between children and alcohol, Czech beer culture, gender aspects of alcohol consumption, and abstinence.