

Abstract

The following master's thesis is focused on the emerging journalistic approach constructive journalism and its possible usage in the news coverage. The phenomenon is further examined through the case of the global energy crises – period between 2021 and 2022, when energy prices increased steeply in several countries around the world. The thesis explores constructive journalism through the eyes of the six Czech journalists who covered this event in different news media outlets. Through a case study approach, the thesis delivers an insight into how the selected journalists approached reporting on the global energy crisis and whether their work included some of the attributes of constructive journalism. The theoretical chapters of the thesis introduce readers to the phenomenon of constructive journalism and the work of news media in crisis situations. It also addresses negativity in journalism, the trend of news avoidance and declining trust in mainstream media. The research consists of two qualitative methods, thematic analysis of semi-structured interviews and content analysis of selected news articles. The research part describes how the interviewed journalists attempted to explain the complex energetic phenomena to their audiences and place the information in context. It also reflects how they emphasized values such as accuracy and clarity, as well as fulfilling the critical role of journalism. The thesis finds that the selected journalists view constructive journalism more as a potential complement to their work. Reflections from individual journalists suggest that the phenomenon of constructive journalism in practice meets various ideological and organizational barriers.