

## **Abstract**

This thesis deals with the analysis of visual framing of news about climate change in two Czech online media outlets, Info.cz and Deník Referendum. It focuses on photographs used to illustrate news articles and, through content and critical discursive analysis, identifies characteristic frames for both media. The results suggest that Info.cz prefers the frame of nuclear techno-optimism, in which nuclear power plants are legitimized through positive and aesthetic representation. In contrast, Deník Referendum employs the frame of subversive politicization, portraying politicians critically and emphasizing social and power inequalities related to the climate crisis. The analysis also revealed differences in depicting the impacts of climate change. While Info.cz depicts impacts minimally, and if so, distantly or abstractly, Deník Referendum focuses more attention on impacts from distant places through the victims of the climate crisis, but also presents impacts from local areas. In conclusion, the need for further research focusing on the role of article authors in constructing meanings, and the role of readership in receiving the issue in the media is discussed. Additionally, examining the use of artificial intelligence in creating media images is proposed, as it is still a relatively unexplored topic.

## **Keywords**

visual representation, climate change, climate crisis, visuality, media