

Abstract

The aim of this bachelor thesis is to analyse the development of the media image of veganism on Czech internet news servers over the last ten years. The research focuses on the years 2013, 2018 and 2023 and draws on five of the most read online news media: iDNES.cz, Novinky.cz, Aktuálně.cz, Deník.cz and TN.cz. Theoretically, it presents veganism and outlines the media construction of reality. Methodologically, the thesis combines quantitative content analysis, which serves to answer questions about the extent of media coverage of veganism and its thematic areas, and critical discourse analysis, which answers questions about the presentation of veganism. Finally, it compares the data from all the years examined and describes the trends.

