

Abstract

This bachelor thesis deals with the recognition of pro-European and anti-European discourse in the Czech media space. It is the media that can influence public attitudes towards European integration through specific frames and sentiments. The main goal of this thesis is to develop a classification model based on supervised machine learning method that can accurately and reliably identify sentiment and thematic frames in Czech media texts about the European Union. For the purpose of this work, first of all, a training dataset containing articles that were processed according to coding schemes by traditional content analysis was created. Subsequently, the performance of the classification model itself was verified and compared with the simpler "bag of words" method. This work highlights the potential of using models based on machine learning methods with a teacher, which can replace lengthy traditional analysis methods and contribute to a closer understanding of European discourse in the Czech media space.