

Abstract

This thesis explores the media reflection of veganism in the Czech Republic. The objective is to analyze how Czech media portray veganism, determining whether it is e.g. depicted as a leftist and extremist lifestyle or as a relevant and sustainable alternative to the conventional way of eating. The research involves a quantitative content analysis of media outputs from the NewtonOne database, covering the period from January 1, 2019, to December 31, 2023. Key findings indicate that media coverage of veganism is predominantly neutral or positive, but environmental, ethical, and economic aspects are underrepresented, while health aspects are more extensively covered, often emphasizing risks and benefits. The thesis proposes recommendations to improve media coverage, including increasing the focus on environmental benefits, providing balanced health information, promoting ethical aspects and achievements of vegans, and fostering dialogue between vegans, non-vegans, and experts. By adopting these recommendations, media can foster a more informed and balanced public discussion about veganism, ultimately supporting its wider acceptance in Czech society. This study offers valuable insights for both academic research and practical applications in media practice, enhancing the understanding of how media can influence the perception of veganism.