

Abstract

This thesis examines the media representation of climate change and its perception by Generation Z. The aim of the study is to understand how young people perceive the role of media in informing about climate change and what their media habits and expectations are. The research uses qualitative methods, specifically in-depth interviews with stimulus materials, which allow for a detailed analysis of individual opinions and attitudes. The findings show that Generation Z expects balanced, comprehensible, and visually attractive information about climate change from the media. Media should reflect the needs of the young audience and adjust their media outputs to effectively convey scientific knowledge and encourage active engagement in addressing the climate crisis.