

Abstract

We are currently witnessing the spread of the terms whitewashing, greenwashing, artwashing, sportwashing, pinkwashing and others among the lay and professional public. This is an unethical way of communication, the authors or sponsors of which improve their public image, distort history or deliberately cover up or omit information that could harm them, using positive social phenomena such as the support of ecology, minorities, sports, art etc. In the theoretical part of the diploma thesis, we define these terms, look for common features and define them so that we can recognize individual methods not only in the media environment and possibly recognize new methods that will arise in the future. In the practical part, with the help of research, we look for media outputs in the Czech environment that mention the issue of individual whitewashing methods, as well as outputs that reproduce them without critical mention. Based on the research, we conducted semi-structured interviews with their authors. From the analysis of their answers, we found that the element of lack of time and weak editorial control helps to unconsciously reproduce whitewashing methods. Which may also be aspects of journalistic reality that whitewashing newsmakers rely on. On the contrary, journalists from more prestigious newsrooms have set journalistic routines that correspond to the ethical assumptions that should be a natural part of journalists. Therefore, through a critical approach, they can detect whitewashing messages. The second characteristic that helps them is a certain historical memory that helps them in asking critical questions.