

Abstract

This thesis focuses on the portrayal of inflation in the Czech Republic in selected media for the year 2023. The selected media include the websites HN.cz, Finance.cz, iRozhlas.cz, and ParlamentniListy.cz. The aim of this thesis was to analyse the manner in which information about inflation is presented among the selected media. A quantitative content analysis was used as the method in this work. The coding unit was an article that contained the word "inflation" in its title, was published in 2023 in one of the selected media and was not authored by the Czech News Agency. In the research sample (N = 207), it was analysed that the selected media differed in the way they presented indicators of the inflation rate in their articles. It was typical for the entire sample to contain usually only one indicator of the inflation rate. It was statistically confirmed that the analysed articles were mostly based on information from elite sources. In 81.2% of cases, the observed articles also contained other economically or business-oriented topics besides inflation. The articles from the selected media differed in terms of article length and journalistic form used. The results of this thesis confirmed the existence of differences among the selected media and were consistent with studies regarding the types of sources used in economic journalism