

Abstract

This thesis focuses on the analysis of the media representation of the “marriage for all” phenomenon in the Czech Republic. The aim of the thesis was to investigate how the Czech media reflect the social debate on the legalisation of same-sex marriage and whether they use elements of constructive journalism in doing so. To achieve these goals, an embedded theory method was used, which involved a qualitative analysis of media content from the five most read online news websites in the Czech Republic. The results of the research showed that the Czech media mostly adhere to traditional standards of objectivity and impartiality, while rarely using constructive approaches. These findings suggest that journalists often present the topic of same-sex marriage as a conflict between conservative and liberal views, which can lead to polarisation of public opinion. Although the media strive to provide balanced coverage, they often focus on controversial and offensive sources, which can make it difficult to find common ground. The paper concludes that a deeper analysis and offering of possible solutions in the media could contribute to a more accurate and comprehensive understanding of the topic of same-sex marriage in society. Constructive journalism that focuses on finding solutions and inspiring examples can play a key role in promoting informed and positive dialogue and reducing polarization in society.