

## **Abstract**

This thesis explores the influence of media on the perception of the concept of sustainability across Generations X, Y and Z. Each of these generations has a specific relationship with sustainability and the media, which is reflected in their attitudes and behaviours. With the growing importance of environmental issues, it is crucial to understand how media coverage shapes public awareness and attitudes towards sustainability. High-quality public information has the potential to influence the decision-making of companies and politicians who play a crucial role in combating climate change and achieving sustainable goals.

The research used an in-depth semi-structured interview methodology with 21 respondents aged 19 to 59. Data was analysed using open coding and subsequent categorisation.

The results reveal that the media significantly influences society's understanding of the concept of sustainability. It showed that sustainability is a somewhat broad topic for the public, with the discussion often narrowed to climate change. Generational differences are reflected in the preference of information sources: older generations tend to use traditional media, while younger generations most often use social networks. Respondents do not actively seek out information on sustainability, but accept that which is offered to them. The research identified fear as a powerful element in the sustainability information process that the media use to dramatize messages. In general, media coverage of sustainability is perceived as inadequate given the current critical climate situation. Several recommendations were offered to improve this situation from the perspective of respondents. The results of this work can serve as a guide for more effective communication about sustainable practices and climate change.