

Diploma thesis „Framing of media news“ deals with the process of meaning construction of news messages. In the first chapter framing is described as multi-dimensional concept with inconsistent paradigm. Here is the effort to define this concept clearly. It is defined as process of meaning construction on the basis of „salience“ and „selection“. In the further chapter framing is distinguished from ideological bias and identified as „unintentional and non-ideological proces“. The framing and agenda-setting relation is reassessed, it is argued that both concepts are based on different theoretical premises and for Media studies the both are more useful as two separate concepts. The next charter deals with the history of concept. Here is also emphasized the necessity to understand framing as integrated communication process not only as a media-effect method. The following chapter presents three paradigmatic outlooks, called cognitive, constructionist, and critical, framing is also presented in context of social constraction of reality. A typology of generic and issue-specific frames is proposed. The practical research draws on the theoretical knowledge and investigates presence of generic frames, episodic or thematic, in the evening news Události of Czech Television and Televizní noviny of Nova television.