

The thesis examines Czech media interpretation of Russia-Georgia conflict, which took place in August 2008. It analyzes framing of the conflict in four main Czech serious-minded daily newspapers (MF DNES, Právo, Lidové noviny and Hospodářské noviny) in its main period (6th - 26th August 2008). As the paper is based on Entman's concept of

framing, its general research question is which aspects of the topic were selected and made salient by Czech newspapers and to what kinds of interpretations this framing resulted.

The thesis combines qualitative and quantitative analyses focused on the media content. The qualitative analysis was used for identification of frames, generating secondary research hypotheses as well as for getting a deeper understanding of how particular frames works.

Quantitative analysis is then performed on whole population of the articles. It answers primary research questions (How was the conflict framed? What were the main differences in approaches of the particular newspapers? Did the framing result in pro-Russian, or pro-Georgian interpretation of the conflict? How was the framing transformed in time? Etc.) and tests secondary research hypothesis. For reduction of subjectivity in coding of data for quantitative analysis, Tankard's list of frames approach based on analysis of an agreement between coders was used. For increasing of theoretical sensitivity, research of former studies on war conflicts framing was done before the qualitative analysis. The results of the quantitative analysis are visualized by multidimensional scaling (MDS).