

## **Abstract**

This Diploma thesis deals with some aspects of four chosen Czech daily newspapers referring about the outbreak and early development of events connected with one of the latest significant global crisis – the swine flu, which had broken out in 2009. The theoretical part of the thesis deals with some characteristics of crisis and basic concepts, which might be associated with their media coverage. In the practical part, it deals with the way, how the Czech dailies covered first two weeks of spreading of the disease. At the beginning, the thesis introduces a quantitative profile of the analyzed sample and shows both physical and verbal range of it. The second part is focused on the main topics, which were chosen by all daily newspapers to refer about the swine flu. Those, which did not make it to the main thematic line presented before, are also shortly mentioned in the chapter. In the third part, the thesis follows the main motives appearing in the images that accompanied the news with the chosen topic and also discovers how the disease was “objectified”. Finally, language analysis discovering some specific subjective language characteristics referring to a potential personal opinion included by individual authors, or the way how the authors dealt with the coverage of the potential future development of events, is the theme of the last two chapters.