

ABSTRACT

This diploma thesis focuses on the changes in the media image of nuclear power in Ceska Televize, which is the only public television in Czech Republic. The study uses a quantitative research method, content analysis, to find out the changes of nuclear power representation in media and to compare changes of news construction mechanisms in the period of two years – one year before and one year after the Japanese nuclear power plant Fukushima Daiichi disaster. The accident started on 11th March 2011 and there is a short description of the situation in Japan at the beginning of the thesis.

The theoretical part of thesis serves as an overview of basic information on principles of the media studies theory and mechanisms of news construction (work with information sources, the news value concept, agenda setting, the framing concept), which is also shown from the environmental point of view. The study also focuses on the nuclear power image in the socio-political field and there are some more information about the nuclear power development and status in Czech Republic.

The analytical part of thesis examines the media attention to nuclear power, which was developed in the analysed period. The usage of mechanisms of news construction and the changes in nuclear power image in the news of Ceska Televize (Udalosti relation) are investigated.

Key words

nuclear energy; disaster; nuclear power plant; Fukushima Daiichi; media content analysis; media representation; agenda setting