

The diploma thesis deals with the relationship between humans and animals in contemporary society. Formerly animals were a part of everyday human life but with the advent of modern society, the relationship between man and animal weakens. Today the situation is such that people increasingly form the relationship with animals only through the media. Therefore, the aim of practical research was to determine how and in what context animals are represented in the Czech media, specifically in two selected newspapers - Blesk and MF Dnes. To achieve a comprehensive view on the subject, the work combined two basic approaches to research - qualitative and quantitative. Main method is a qualitative frame analysis during which frames of representing animals that occur in these two newspapers were formulated, described and interpreted. To complement and quantify the information gathered in qualitative analysis, quantitative content analysis was also made. Among others, the results offer us a reflection how we currently think about animals and what role they play in our lives and in life of the whole society.