

ABSTRACT

This diploma theses attempts to find answers to the question: How does the media represent environmental activists? Using the anti-logging protests in Šumava National Park that resulted in blockades in 1999 and 2011 as an example. The author tries to capture the background of the affair, and the view of Czech society towards environmental activists, which is significantly influenced by the media. The analytical part combines qualitative and quantitative research methods based on content analysis of two selected daily news sources (Mladá fronta Dnes and Právo). Emphasis is given to the dynamics of the affair, which is why longer time periods are analyzed, comprising one year before and two years after each blockade.

Key words:

Šumava, media, environmental activists, blockade, content analysis