

Abstract

„Representation of nuclear energy in media in the period before and after the accident in Fukushima“

This master's thesis examines media representation of nuclear energy within one year before and one year after the Fukushima Nuclear Disaster. The sample of news was selected from the print edition of the two main Czech dailies – MF Dnes and Právo. The method used in the thesis is content analysis. In the first part, some of the main theories of media studies (agenda setting, stereotypes, framing, and moral panic) and mechanisms which single news are constructed by (news values, access to news, primary defining, and gatekeeping) are introduced. In the second part, shift in both the focus of the media on the issue of nuclear energy and utilizing of the selected mechanisms of construction of the news is examined. In conclusion, the thesis identifies how the representation of the nuclear energy is constructed in the above said dailies over the period given before and after the Fukushima nuclear disaster.