

Abstract

This diploma thesis is focused on the analysis of humorous environmental cartoons in specific periods during last twenty-three years. In the content and semiotic analysis, I am dealing with cartoons in its various forms in the Czech broadsheet newspapers MF Dnes, Právo, Lidové noviny, Hospodářské noviny, Deník, Lidová demokracie, Svobodné slovo and Práce. I surveyed the subtopics dominating in specific periods and the frequency of envirotoons depending on particular titles and current events in the Czech Republic. The thesis deals with these media contents also in connection with global environmental issues and their public discussion. Another important part is the reflection of social problems which the analyzed topics are closely related with. Combination of quantitative and qualitative methods enables to describe and interpret media units of content and lay the foundations for the research of environmental cartoons which has no tradition in the Czech Republic. In the thesis, I point to the fact that newspaper cartoons provide not only the relaxation and entertainment, but it is also an important medium in environmental agenda-setting and its discussion.