

Abstract

The diploma thesis focuses on how the topic of alcohol consumption was framed in the Czech press in two subsequent periods: 2018–2019 and 2020–2021. The emphasis is put on comparing the findings from both research periods, both in terms of frames and other variables studied, such as the topic, the source cited, or the relationship between the sex of the protagonists and the narrative(s) present. The theoretical part of the thesis discusses the influence of media content on public sphere, through the description of the phenomenon of agenda-setting. Then the framing itself is presented, both through the perspective of the agenda-setting theory (as a subset of it), but also as a completely autonomous phenomenon. Different perspectives on framing are presented which are then illustrated with several spatiotemporally distinct studies that address the media framing of alcohol use.

The analytical part consists of two methodological components – qualitative and quantitative content analysis. First, qualitative content analysis is used in order to find and describe issue-specific frames at the forefront of the generic conflict frame. Subsequently, the presence of the described specific conflict narratives in both research periods is quantified and the findings are compared. The results suggest that alcohol was less frequently portrayed as a scourge in the second research stratum, i. e. during the covid-19 pandemic, while it was strengthened in its role of opposition to law and order or boredom (in terms of the narratives examined). It was found that women are statistically significantly more often associated with the parental failure narrative. In contrast, men were more often portrayed in relation to rebellion against social rules. In terms of theme, trauma dominated. The only statistically significant change between two studied periods was a decrease in Prevention theme. Approximately three quarters of the articles referred to a source of information. The most common source were the security forces and the justice system representatives. The proportion of cited sources did not change depending on the research period.