

ZPRACOVÁNÍ IDENTICKÉ KAUKY V RŮZNÝCH ON-LINE DENÍCÍCH

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PROCESSING OF THE IDENTICAL CASE IN DIFFERENT ON-LINE REPORTS

ABSTRACT *The paper deals with the reflection of the poisoning of the river Bečva on the news servers iDnes.cz and Seznam zprávy. The selection of on-line newspapers was motivated by the person of their owner, the aim of the contribution was to find out how much this circumstance will be reflected in the way the event is presented. In the analysis, the authors used the method of critical reading based on the quantitative processing of the corpus of reports that were published in the period of 13 months after the environmental disaster. They mainly focused on what kind of media image is created for the company DEZA in the news (the prime minister was financially connected to both the iDnes.cz newspaper and this company), what space in the news are given to witnesses “from the people” and experts from the academic sphere, and as the then Minister of the Environment Richard Brabec is presented in the news.*

KEY WORDS *media presentation of the event, critical reading of online news, corpora analysis*

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