

Abstract

The objective of the Master's Thesis *Global problems of the current world according to National Geographic magazine* is an analysis of the National Geographic magazine approach to informing about contemporary environmental problems. Using a qualitative content analysis the author aims to find out whether there are some specific routines or phenomenons appearing in the articles when covering the environmental topics in media.

The theoretical part focuses on general description of the environmental problems media coverage, on explanation of the term globalisation and on contemporary global problems definitions. It also summarizes the 125-year history and the most important milestones of the National Geographic magazine. The practical part consists of research on media reflection of global environmental problems in reportages and their thematic anchoring. It is based both on local and international studies on similar topic. The summary presents and interprets the results of the analysis.