

Abstract

This bachelor thesis focuses on the media image of migrant women on the Czech news websites Aktuálně.cz and iRozhlas.cz. The current situation in Ukraine proves the relevance of the topic of the thesis, which aims to find out what image of migrant women is created by these media, which present themselves as free and independent. At the same time, these news websites are public policy actors that influence the development of migration policy in the Czech Republic. As the thesis deals with the specific characteristics, contexts and connotations in which migrant women are mentioned in relation to migrant women, the method used is a qualitative content analysis of online media articles in the time period from the beginning of 2019 to the end of 2021. The content is coded and assigned to the relevant categories, which subsequently creates a closer picture of migrant women. For example, the work finds that media coverage of refugee women in foreign settings is most frequent. Furthermore, migrant women are portrayed predominantly as victims and heroines of refugee processes. Texts are devoted to personal stories and connotations of sympathy and admiration. These results are further complemented by a quantitative approach that assesses how much space is given to migrant women within the topic of migration. The finding is that migrant women are strongly underrepresented in the articles compared to migrants and migration in general, which is in line with other international studies. The bachelor thesis concludes that the news servers Aktuálně.cz and iRozhlas.cz meet the requirements of society and at the same time fulfil the rules of their ethical codes with their articles. However, both media outlets have gaps in the frequency of articles on migrant women, in the small focus on the Czech environment and in the portrayal of migrant women who decided to migrate of their own free will.