

Abstract

This Master's thesis is analyzing the media portrait of Mexican president Enrique Peña Nieto in two American newspapers – The New York Times and Los Angeles Times. In this thesis, you can find the quantitative and the qualitative analysis of the image of Mexican president in the newspapers since his election in 2012 until the end of 2017. Peña Nieto is a member of Institutional Revolutionary Party (PRI) which was in power from 1929 till 2000. Peña Nieto is the first president after 12 years break who brought this party back to power. American presidential elections also took place during his administration and Barack Obama was replaced by Donald Trump. The thesis focus on three topics which are for many years the most critical parts of the U.S.-Mexican relationship: illegal immigration, the war on drugs and NAFTA. The analysis shows that Peña Nieto's image is portrayed in two opposite ways depends on the topic. He is presented as a competent leader in the questions of illegal immigration and NAFTA renegotiation. On the other, his leadership failed in the matter of drug issues in Mexico. The analysis also shows that Peña Nieto's image in the NY Times and the LA Times changed after Donald Trump's victory in the presidential elections. The difference of his image between the NY Times and the LA Times is mainly in the intensity with which Peña Nieto is portrayed.