Abstract

The presented thesis 'Economic Policy in Parliament election context in 2017' is describing the media image of successful political parties prior to the elections to the Chamber of Deputies in Czech Republic in October 2017. Mass media act as an intermediator of contact between the political parties or politicians themselves and voters and they have a crucial impact on the party's public appearance and image that is being presented.

Especially during the pre-election period are media concerned about the political actions, decisions and election programs. The analysis is focused on the media attention and media space dedicated to the electoral and political topics. Chosen newspapers are Hospodářské noviny and Lidové noviny that represent serious approach in reporting the news. The method of quantitative content analysis allows to show the media space given, describe the type, format and main focus of the texts published. The diploma thesis describes also the political communication according to the theory of the political business cycles. The method of quantitative content analysis benefits from using a large scale of data and showing relevant conclusions at the same time.