

## **Abstract**

This diploma thesis deals with the spread of manipulative, propagandistic and fake news in the Internet online environment. The spread of disinformation also occurred during the Czech presidential election, which took place in January 2018. This disinformation was spread mainly by the so-called alternative media, which are often associated with the spread of Russian propaganda. The aim of this thesis is to analyze the disinformation and its dissemination, the means used and forms of disinformation in the specified time period from November 2017 to March 2018 on selected news portals through qualitative textual analysis. In the theoretical part of this thesis, we present a comprehensive and detailed theoretical overview of disinformation and propaganda, its goals, aspects of dissemination, the resulting effect and possible ways how to defend against them. Similarly, we mention the individual steps of pragmalinguistics, which is theoretical basis for our research. In the empirical part of the work, we analyze the media content of five selected news sites, which we structurally divide according to individual media. At the end of our thesis we found out that there was a demonstrable spread of misleading,