

Abstract

Diploma thesis „The Influence of Regional Media on Readers' Perception of Politics in Melnik” refers on a survey of accepting media framing of politicians, politics and important issues by regional media readers in the town of Melnik. Methods of framing and focus groups were used in the survey. First the methods were introduced. The method of framing was used for qualitative content analysis of five printed media from 2005 to 2007. The media were daily Melnický deník, weekly Tydeník Melnicko, monthly Melnická radnice, weekly Tep regionu and regional supplement of Mlada fronta Dnes for Central Bohemia. The author of this work focused on several most important issues of the 2005 to 2007 period and he observed how respondents accept or decline the framing of these problems offered by politics, journalists and other participants of Melnik political life. To do this he organised focus groups discussions with Melnik inhabitants in the age of 26 to 75 years of age. They discussed their opinions and beliefs on local politics. This work is a subjective insight into the world of regional media effects on readers, in this case focused on political issues.