

Abstract

Diploma thesis focuses on media reflection of negative Czech parliamentary election campaign in 2002, 2006 and 2010. The main goal of this thesis is to find out, whether media did reflect at the time the use of negative political marketing by Czech political parties in the way Czech political scientists describe it.

Theoretical part explains the principles of political marketing and characterises parliamentary election campaign in 2002, 2006 and 2010.

Empirical part gathers results of quantitative content analysis that were made for each pre-election period 13 weeks before elections in *Hospodářské noviny*, *Lidové noviny* and *Mladá fronta DNES*. The results of quantitative analysis did not confirm the hypothesis that those researched newspapers would in the period of 13 weeks before election reflect higher use of negative political marketing.