

Title: Public Privacy: Interaction of Political Marketing and Media Communication on the Example of Private Life of Czech Politicians (1989-2010)

Abstract

This dissertation thesis analyses by using critical discourse analysis two decades (1989-2010) of changes in media representations of private life of Czech top politicians. These changes took place in two periods, 1996-98 (the first clashes which affected later development) and 2006-10 (institutionalization and professionalization of political PR in presenting the privacy of politicians). It shows on the example of analysis of specific cases and events concerning the private life of politicians the evolution of political marketing and PR in the field of private life of Czech politicians on one hand at the same time as the development in media representations. The thesis analyses the mutual influence of media and PR sphere, especially in the growth of media interest in the privacy of politicians and in the way of informing about specific private events such as divorces, marriages, births etc. The aim of the thesis is to analyse the development and techniques of political PR, which are used to influence the quantity and content of media texts in order to build a certain image of politicians.

Keywords

political marketing – public relations – media representation – privacy – image