

Abstract

The thesis deals with a compare of media image of Topolanek, Fischer and Necas government in periodical Tyden. I took two aims – first, to find out if any opinion inclination or political orientation is expressed in articles about Czech governments published in the periodical Tyden, second, to compare media image of all three governments among themselves and to trace potential differences. The theoretical section focuses on objectivity and bias, construction and representation. Substantial part of the theory is comprised of specific political communication and mediatisation together with trends in this field recognized in last decades. The empirical section is composed by quantitative analysis that compares representative articles and it is added by an content analysis of front pages of the periodical Tyden. Regardless of a fact, that the Jan Fischer government was very popular in public, the media picture of this particular government is rather negative comparing others. On the contrary there were found specific features showing that the Mirek Topolanek government was pictured more substantially. In generally the periodical Tyden uses negativity and stereotypes in articles about governments but in no case this is a predominant procedure of media products construct. The media picture of last three Czech governments in the periodical Tyden is the most often constructed through individual personalities, which means Prime ministers and ministers, not through the governments as an institution. On the bases of acquired conclusions it is possible to say that the periodical Tyden is politically orientated rather to a right wing and governments of the right wing.