Bachelor thesis disserts on possible influence of mass media on political opinions and the attitude of citizens. It refers to possible influence on some of the electors through intelligence portal iDNES.cz.

Theoretical part is focused on a definition of mass communication and further to classification and description of particular media. Certain part is also devoted to some theories related to mass media effects. This section is organized according to the principle of linear communication model.

In practical part, we deal with content analysis of articles presenting economic crisis in Greece, which could have influenced the results of 2010 Parliament Chamber of deputy’s election in the Czech Republic. The thesis is based on public opinion research focused on both, reflection of Greek crisis in our country and monitoring of pre-election preferences.