Abstract

This Diploma Thesis "Mediatization of Political Sphere" deals with the systematic influence of mass media and their logic on the functioning of the political system, process development and implementation of policy instruments and methods of political communication. First of all the theoretical part is focused on the description of the institutional importance of media in the social environment, more properly introduces images of the effects of media communications in the society, characteristics of the participation of media organizations in the economic relations so that the concept of mediatization in the frame of media studies could be defined and to specify its aspects in connection with a set of knowledge of media logic. The thesis does not omit the introduction of basic logic elements of political sphere, it also deals with its implicit settings, as well as modifications of the political structures in response to transfer a large part of the policy enforcement into the symbolic space of the media. The theoretical interpretation is followed by the research which is focused on the selected elements of mediatization in the Czech context. In the first stage the quantitative research method of content analysis is used to find out which topics and which representatives are observed by the Czech news mass media when reporting the policy during the election campaign. The second part of the research is carried out through case studies, and examines how the media contribute to the leadership of public debate, how they interpret the activities of the various political subjects and what roles are attributed to them in the political process.