

Abstract

Aestheticization belongs to a group of interrelated concepts which try to describe and explain current changes in political communication. The theoretical part of this thesis incorporates the notion of „aestheticization“ into the context of considerations of political communication, and then – based on an analysis of its conceptualizations in aesthetic theories, critical social theories and political philosophy – it proposes its determination useful for media studies. The aim of the empirical part of this thesis is to examine the hypothesis about aesthetization of political communication in case of media content. We base this on Wolfgang Iser's distinction between surface and deep-structure aestheticization. Using quantitative content analysis we examine changes in media coverage of five Czech general elections (i. e. the elections to the Chamber of Deputies of the Parliament of the Czech Republic between 1996 and 2010) in two Czech dailies *Právo* and *Mladá fronta Dnes*. While we have not proved the surface aestheticization, some inclinations towards deep-structure aestheticization have been noticed. Nevertheless, these results raise doubts about appropriateness of the content analysis as a methodological tool for researching aestheticization. As an outcome of this discussion we make some suggestions for potential subsequent research.