Abstract

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Graduate Program (Single Major):
Master Degree (Mgr.) in Teaching Social Sciences,
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Title: The Role of the Media in Shaping Public perceptions and
Political thinking in the Czech Republic

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Number of pages: 97 + 1 attachments
Number of attachments: 1
Number of marks: 202412
Number of literature: 56
Number of web pages: 33
Year: 2012
Key words: role of the media, political marketing, political thinking, public opinion, media manipulation, media function, advertising in politics, message effects, active and passive audience, voter, citizen, social networks,

This thesis aims to prove the role of media in shaping the public perception and political thinking in the Czech republic. Thesis was worked up by analysing specialised literature concerning the above topics. The role of the media in shaping the public opinion and the views of major political and social problems are being investigated in the long-term surveys. It is legitimate (nebo generally accepted) that all we know, believe or think about what happens in the outside world is sometimes shaped into a form that reflects the events presented in media.