

Abstract

This thesis deals with the topic of the language of news reporting in the Czech print mass media with relation to its neutrality and objectivity. Using the society's high expectations about the quality and truthfulness of the media content as a starting point, it explores the influences on the media product. Furthermore, based on the classic linguistic categories, it describes the typical means of linguistic manipulation in texts. In its other part, it analyses the cover pages of Czech dailies to find out to what extent the means of linguistic manipulation are still being used.