

The diploma thesis deals with media representation of Slovak political case „Gorilla“ in Slovak and Czech print dailies. The thesis builds upon the theoretical principles of the relationship between politics and media in a given societal system, media framing of political news, and normative aspects of balance in the news. A definition of scandal follows as well as description of fundamental characteristics of promotion in the media of political scandals in particular. The thesis aims at application of this theoretical basis on the aforementioned case and its empirical verification. The empirical research includes source analysis and an evaluation of the source balance. A quantitative content analysis is used for these purposes. The results show an intense media coverage of the case and a major media focus on elite (political) resources as well as a frequent representation of particular political actors at the expense of others (related to the case). The results also demonstrate that media did not reflect the fact, that the authenticity of the Gorila document which was the origin of the case was not officially proven at the time.