

## **Abstract**

The atmosphere of the election campaign before the elections in October 2012 was not such fierce as during the last campaign. It was mainly due to absence of a major topic that would polarise the society, like the health fees in 2008. The ČSSD tried to find a similar controversial topic that might have been the church restitutions for a moment. The purpose of the negative campaign was to discourage people from voting the governmental parties ODS and TOP 09, but it also could weaken the KDU-ČSL that was and still is closely connected with churches, especially the catholic church. The representatives of the KDU-ČSL themselves didn't publish any opinions concerning this matter, with only few exceptions.

The purpose of this thesis is to analyse and evaluate the media output of the KDU-ČSL during the election campaign that was run before the elections to the regional governments and the Senate. In the first part, the outline of the media strategy of the KDU-ČSL is introduced. The next part is devoted to a quantitative content analysis that compiles an overview of the regional media in the respective regions. The following qualitative analysis describes the media outputs devoted to the KDU-ČSL and its leaders. In the final part, the whole campaign of the KDU-ČSL is evaluated, together with the presentation of the outcomes of both executed analysis.