

## Abstract

This thesis deals with the relationship between media coverage of political parties and election results. Specifically, it focuses on four political parties (TOP 09, Věci veřejné, KDU-ČSL and Strana zelených) in the period of nine months before the parliamentary elections in May 2010. The two established political parties were not successful in these elections (KDU-ČSL and Strana zelených), the other two parties were. Using quantitative content analysis of media content this work examines media coverage of these four parties in nationwide television, radio and print media. The thesis compares differences between media presentations of the parties with the evolution of political preferences of the parties. As a source, monthly data acquired by two public opinion research agencies – CVVM and Median – was used. Even more important to answer the research questions was to compare the media presentation of the parties with their final election results. The thesis assumes that the form of media presentation of the parties is one of the factors that affects their voters' support. Based on the data found this thesis tries to find out trends and patterns guiding the relationship between media space which parties achieved, the development of their electoral preferences and the final election results.