

Abstract

The thesis deals with election campaigns in media during founding elections in Czechoslovakia in 1946 and 1990. The importance of those elections derives from their character of being the first elections after a regime change. Based on a comprehension of historical context, characterisation of the media system related to regime change and particularly an analysis of specific expressions in election campaigns, the thesis aims to understand the functioning of media in given periods. The qualitative content analysis examines party newspapers of two relevant party bodies in given years – Rudé právo of Komunistická strana Československa and Svobodné slovo of Československá strana (národně) socialistická. The electoral campaigns in question largely reflect the dynamical processes associated with the period of transition. The concept of campaigns in 1946 is determined by the already established position of Komunistická strana Československa whose influence was wide. This party was controlling the functioning of media during elections even though the media system had already been emancipated after the Protectorate of Bohemia and Moravia. In 1990 we can conversely observe peremptory campaigns calling for democracy. Campaigns reflect the controversial position of KSČ in this year – Svobodné slovo appeals to the exclusion of KSČ from the party system of Czechoslovakia; Rudé právo reversely fights for its preservation.