

Abstract

The thesis *Construction of Media Reality during Mirek Topolánek's Resignation Period* analyses a total of 294 instances of media output published or broadcast between 20th March and 1st April 2010 and dealing with Mirek Topolánek's resignation from his positions within the ODS in the context of his statements for LUI Magazine. The interview dealt with the Jewish faith, homosexual orientation or the voters of the ČSSD. The theoretical part of the thesis elucidates themes related to the construction of reality as described by Peter L. Berger and Thomas Luckmann, media routines, which can contribute to this phenomenon, and the creation of myth according to Roland Barthes. The research part of the thesis uses the propositions of Critical Discourse Analysis with an emphasis on Critical Linguistics, to isolate discourses, which were used to establish a connection between Topolánek's statements for LUI Magazine and his exit from the ODS and politics in general. A partial analysis also notices how the linguistic tools of tabloid and non-tabloid media were brought closer together. Finally, the Semiotic Analysis focuses on the caricatures of Mirek Topolánek and identifies myths which served as a basis for perceiving his image and the possibility of his further political career.