

Abstract

Thesis Media Image of the Government in 2012 is studying how media informed about the political issues within the researched period. Quantitative content analysis through daily newspapers Právo and Lidové noviny in 2012 was used. Theoretical part of the study is focused on the role of media in news reporting, news creation and influences that goes from media organizations and journalist's job. Corresponding theoretical concepts such as news values, accessibility of media, political communication, framing, agenda setting and journalist routines are mentioned. Practical part takes from various foreign research papers that deal with the similar topic. The goal of quantitative content analysis is to gain information on how media portrayed the government in 2012. It also looks at which sources were used and what topics were discussed.