

Abstract

The diploma thesis deals with the issue of communication in the mass media in terms of constructing the media reality and in terms of the relationship between media, politics and the public. The work is devoted to the constructivist approach in the media and political communication and the relationship between media coverage and political practice. Selected aspects of this relationship, including the tools of political communication, are illustrated with the examples from the first direct presidential election in the Czech Republic. The work deals with the influence of media on the social reality of their consumers and deals with the functioning of ideology in the concept line of thinkers of the Frankfurt School towards Jürgen Habermas and Noam Chomsky. Within the functioning of ideology in mass communication, the work pursues a technological development of the media to the current era of digitalization, which significantly affected the social and media relations.

Keywords

Ideology, communication, communication model, constructivism, media, politics