

Abstract

This thesis titled Analysis of Media Image of Milos Zeman as Portrayed by CTK during the First Year of Presidency focuses on news releases made by Czech News Agency CTK that within the time frame of 8. 3. 2013 – 8. 3. 2014 inform about the President of the Czech Republic Milos Zeman. The goal of this thesis was to acquire a complex media impression of President as presented by CTK's news production. Primarily this thesis inquires into the total number of news releases within particular time periods, their topics and tonality. Secondly this thesis observes the trends of these phenomenons within a one-year time horizon and the connection and coherence among the aforementioned phenomenons.

The basis of this thesis is theoretical context that deals with news releases and pursues media construction of reality in the news. For this research there was used quantitative content analysis with qualitative overlap in form of emotional impression of news releases. As a data resource there was used an aggregate of texts from CTK's infobank. Research proved certain hypothesis, as e.g. a long-term dropping tendency of media interest in President Zeman or a higher number of negatively rather than positively tinted news.

The results of this analysis can serve as resources to employees of the press division of the Office of the President of the Czech Republic, as well as for political marketing specialists.