

## **Abstract**

This thesis deals with the development of the media image of Miloš Zeman in the two terms in which he held the most significant political functions, namely the prime minister and the president. The aim is to find out whether the media image of Miloš Zeman at a time when he served as prime minister differs from the current media image that he now has as president. The theoretical part is defined by the role of the media in society and politics. Furthermore, the approaches of objectivity in media are described and finally the basic theories that are applied in the construction of the media image are presented. The methodological part of the research covers the method of quantitative content analysis and how this research was conducted. The necessary data was obtained through the Anopress database, selecting relevant articles of the two national newspapers (Mladá fronta Dnes, Právo) and the two most-watched national television networks (Nova, Česká televize). The conclusion of this thesis is analytical and presents the results.