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**Name of the thesis:** Selected examples of institutionalized journalistic support (endorsement) before the elections in the Czech Republic after 1989

## **Abstract**

Endorsement as a form of media support for a specific political actor is a traditional part of a media sphere in the United States of America and the United Kingdom, especially in a period preceding important elections. In the Czech Republic, this concept is generally considered to be new. The main aim of this thesis is to establish the concept of endorsement within the context of Czech media. The theoretical part of the thesis is based on the theory of media bias by Denis McQuail and his typology of this concept, supplemented by the current work of John Street, Elizabeth Dwoskin, Bernard Keane and more. The thesis gives a concise idea of the history of endorsement and media support, especially in Europe with a special focus on the territory of the present-day Czech Republic. The second part of the thesis consists of the author's own research. The author examined the media coverage of three elections with the aim of a trend analysis during the time. That is why the elections into the Chamber of Deputies in 1996 and 2006 and the presidential election in 2013 were selected. The research was conducted with a usage of a content analysis of five Czech daily newspapers: *Hospodářské noviny*, *Lidové noviny*, *MF Dnes*, *Právo* and *Blesk*. The outcome of the research is a description of the endorsement and the media support in Czech newspapers from the '90s until the present days.