

The topic of the thesis is "The change of referring about the Green Party" with the subordinate title "The frequency of the texts appearance about the Green Party in a press before and after five percent of the electoral preferences".

The form of this thesis is the quantitative analysis of the content of the defined sample that is composed of two monitored Czech daily newspapers: Mlada fronta Dnes and Pravo. The time period under review is appointed for two six-month intervals. The former interval starts on April 2005 and ends by the breaking Convention of the Green Party on 24th September 2005 where Mr. Martin Bursik was called to the chair of the party. The latter interval continues after Convention and lasts till the end of March 2006. There is also another breaking point when the electoral preferences of the party have approached the five percent limit on January 2006 for the first time (this minimal limit is needed for gaining the Chamber of Deputies' chairs in the Chamber elections).

The work has proved that there is not a significant change of referring after the Chairmanship change, but after another point: reaching the five percent limit of preferences as much more important breaking point. The frequency of the texts appearance has increased after that point approximately three times.

In respect of the selected persons monitoring it has been demonstrated that Martin Bursik's chairmanship is much more times personified with the Green Party in the analyzed material than the chairmanship of the foregone ex-chairman Jan Beranek reflected in the texts. Finally it may be stated that the publicist texts slightly predominated over the reporting ones in both newspapers in both intervals.