

Abstract

The thesis „Analysis of political news in Czech newspapers during the parliamentary elections of 2017“ examines the media coverage of the election in the daily newspapers Lidové noviny, Hospodářské noviny, Mladá fronta DNES, Právo and Blesk. This will be done using content analysis. The theoretical part outlines the role of the media in the political life of society and social responsibility which results from it and becomes even more important before an election. On the basis of the theoretical knowledge of the available literature, normative media requirements are described and I focus on normative requirement of objectivity and its criterion of impartiality, which is based on balance and neutrality. Furthermore, I will analyse the compliance with legislative normative requirements, in particular the regulation *Zákon č. 247/1995 Sb. o volbách do Parlamentu České republiky* which relates to media reporting pre-election. Another part of the thesis is devoted to the framing of media content, which can lead to a departure from informing society about the relevant political issues crucial for political decisiveness. An integral part of the theory is foreign research of a similar vein, which was the basis for the operationalisation and the making of my own research.