

Annotation

The bachelor's thesis focuses on the study of media image of the Czech political parties in MF DNES. There are two periods monitored and the daily newspaper shouldn't be influenced allegedly in any of them by the politician and businessman Ing. Andrej Babiš. The first period is defined from the beginning of the political party ANO 2011 until the closing deal with previous owners of the Czech media group MAFRA, the second period begins by the transfer of the Andrej Babiš's shares to the trust funds, and the study ends by his cession from the post of Finance Minister.

There is applied comparative analysis and the results of the study are processed in the enclosed charts. The charts are accompanied by a concise script that briefly describes the content of the political articles appearing on the title pages. In the analysis of the daily press is taken account of the current political situation. The study is complemented by the historical and present context of the broadsheet Mladá fronta DNES, as well as the businessman and the politician Andrej Babiš.