

Abstract

This bachelor thesis is a reflection on the ČSSD and the ANO movement and it analyses both political entities in the Czech press during the two months prior to the election to the Chamber of Deputies in October 2017. These two political entities were chosen because they were leading in the opinion polls in April 2017. The theoretical part presents the political system of the Czech Republic, both political entities, their election programmes for the election in October and their history. For a better understanding of the context of the election, some important events which happened prior to the election are mentioned. Further, the theoretical part describes the previous election to the Chamber of Deputies and media theory. The practical part presents the dailies chosen for the analysis – Blesk, Hospodářské noviny, Mladá fronta DNES and Právo. Further, the practical part describes the methodology used in the quantitative analysis; the focus was on news, not on opinion journalism. In the analysis, the objectivity of the articles, the space dedicated to both entities and politicians and the criticism were examined. The practical part describes the data in tables and graphs, offers their interpretation and conclusion and also, the final result of the election is mentioned.