

Abstract

The master thesis *Media Image of Angela Merkel: portrayal of chancellor in Czech press* examines the representation of Angela Merkel in two most widely read Czech national newspapers during her tenure as Chancellor of Germany from November 2005 to March 2018. The theses first familiarizes the reader with Angela Merkel in historical context and summarizes theoretical concepts and terms, which explain the relationship between media and politics. After that, the reader gets acquainted with the research questions and hypotheses, method of quantitative and qualitative content analysis, basic characteristics of the selected daily newspapers, data sample and three parts of the studied period. Then the selected media contents are analyzed: individual periods are first examined separately and then compared. After that, the chancellor's media image is also compared in both journals. The thesis explains how Angela Merkel was represented in the first, second and third term of office, how her media image changed during the course and how it differed in selected newspapers. The research also verifies the assumption that the media image of Angela Merkel has changed over time to the worse, especially during her last term in office.