

This diploma thesis „Media image of Andrej Babiš in the following newspapers: Mladá fronta DNES, Právo Hospodářské noviny and Lidové noviny in the connotation with the affair of a stork's nest“ focuses on issue of the media image of an important public figure, politician and head representative of the most popular party in our republic in the time periods chosen for the purpose of this diploma thesis (May 2016, August 2017 and March 2018). It is a well known fact, that Andrej Babiš purchased, through his company Agrofert certain media, for example Mladá fronta DNES and Lidové noviny, in the year 2013. This diploma thesis is an attempt to portray if a fact of this acquisition had any influence on media image of Andrej Babiš in those newspapers, meaning Mladá fronta DNES and Lidové noviny. This media image is going to be compared with the media image of Andrej Babiš in the same time periods in the newspapers Právo and Hospodářské noviny. Newspapers that are exempt of any and all influence of Andrej Babiš. This diploma thesis presents concept, that describes how media construct reality, which enables the very existence of media image. It also presents as its core concepts: an agenda setting and a media ownership. Attention to Andrej Babiš and to our chosen newspapers is of course also paid. The quantitative analysis part of the research section of this thesis is aimed at frequency, meaning how often was the text concerning Andrej Babiš published, how important the newspaper considered the text to be, with which topics was Andrej Babiš being connected, how much space was Andrej Babiš being given in the text as a source. Qualitative analysis was focused on the interpretative text analysis with the undertone of a critical analysis.