

## **Abstract**

The diploma thesis *Analysis of the political instrumentalization of the periodic press Mladá fronta DNES in the period before elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2013* examines, if leader of the political party ANO Andrej Babiš used his position of the owner of the media group MAFRA to influence media content in the periodic press Mlada fronta DNES during the period before elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2013. Theoretical framework briefly describes the basic concepts of political communication and geopolitical division of the models of political communication including the Czech media scene. Focus is primarily on the development and possible ways of instrumentalization of printed media operating in the Czech media market after 1989. Results of quantitative research showed that four other political parties gained more media attention than political party ANO which ended up second in the election. The title pages of the Mlada fronta DNES therefore was not used to increase promotion of Andrej Babis and his political party. The final part of the research interprets the results of quantitative analysis regarding the possible instrumentalization in terms of political topics presented on the front pages of the newspaper during the research period.