

This thesis deals with the manipulating practices in the political media coverage in the period before the elections to the House of Parliament of the Czech Republic in May 2010. It describes the types of communication in terms of its ability to influence and focuses on the effects of the media and its impact on the audience. It also deals with the theoretical framework of the issues of manipulating methods and techniques and their causes. It defines the function of media in terms of intentions and evaluates the current situation in the Czech Republic, including the existing control mechanisms. A part of this thesis is a comparative analysis that focuses on a detailed qualitative analysis of texts published in the dailies Mladá fronta Dnes and Právo and their comparison during the period under consideration.