

Abstract

This Thesis are dealing with analysis of political satire change during election periods in 2006 and 2010 in printed media (Právo, Lidové noviny and MF DNES). 1796 items were evaluated. In these media three artist in both years were publishing: in MF DNES it is Miroslav Kemel, in Lidové noviny Vladimír Jiránek and in Právo Vladimír Renčín. For political satire research content analysis was used, combining quantitative and qualitative methods. Defined variables are used for grouping images. The research should accept/reject five hypothesis directed to topic frequencies (domestic, foreign, non-political), politicians shown as the target of satire and political tending of particular paper. The most popular target for political satire was Jiří Paroubek former leader of ČSSD due to his nature and physiognomy. This was true for MF Dnes and Lidové noviny. In Právo no concrete politician was drawn by V. Renčín in both years. In the first place topic Election was in 2006 in all papers, in 2010 only for MF Dnes it was Nr 1. In other paper most important topics were morality and demenours of politicians.

This Thesis confirmed that left-winged paper Právo is not tending to the right-wing ridiculing. On the contrary, the other newspapers, Lidové noviny and MF Dnes, both being right-wing newspapers, published the satirical material, which targeted primarily political leaders from left-wing parties.