

Abstract

This thesis aims to discuss the main political and public aspects in the frame of media development and their changes, which are recalled by media.

Political competition and its market behaviour is nowadays very naturally predisposed. Decision-making processes in the political sphere attract the attention not just by the experts, but also by wide and laic community. Behaviour of political leaders is influenced by several changes approving in the political sphere and its circles. The global approach to media plays the key role, at the hand of political circles, which candidates directly and very hard appeal in all the elector's groups.

Also very important factor here is a wide expansion of informative technologies. Rationalization of elective behaviour becomes very often in these days, what in many cases means that voters are still more sceptical to the relationship of the political scenes and its candidates. The more voices belong to that candidates who the voters think about, they refer the most interesting political pre-voting marketing and campaign. These changes shown, lead to the claim, that political parties direct their campaign by the hand of the base of marketing rules. The concept about the consequence of political communication leads to the rising interest of mass media and policy. The rising infiltration of media to the policy faces to mediocracy, in which the media are donors of power of political institutions. By the complex and mutual cooperation of political subjects with mass media, the quality of political life in the society will be changing.

In the Diploma Thesis, the main themes in the frame of cooperation of media and society are described. The study focuses on the relationship between power and media, globalization of media and the freedom of the press. The second part describes the basic concept of political communication, which contributes to making decisions and distribution of power. The study gives closer view on possession and political control over media. Also the work leans on the important and eminent factors which influence the progress of elections in Slovak republic in 2012. The Diploma Thesis studies and compares the political campaign of two powerful slovak parties – SMER – SD and SDKÚ, mainly their leaders at all. In accordance with media, the study focuses on the comparison of political articles in two big daily news, Pravda

and Sme. The proportion viewed in the tables and graphs shows on positive and negative influencing of voters, based on the political articles and causas.

Key words: policy, political parties, media, power, elections, communication, marketing