

Abstract

This diploma thesis analyses the media image of political party Sdružení pro republiku – Republikánské strany Československa (SPR – RSC, The Union for Republic - Republican Party of Czechoslovakia), and the media discourse in 1990s. The thesis is focused on analysis of electronic media such as radio and TV talk shows. The time period of the analysis was chosen to capture the period when this political subject was active on Czechoslovak and later on Czech political scene, i.e. 1990-1998. The author discusses the development of the political communication of the party representatives (most of the space is dedicated to media appearance of SPR – RSC president Miroslav Sládek) and the general political communication in mass media. The goal of the thesis is to analyse the comparison of the media appearance of the party members during the eight years from when the party entered on political scene to its political decline in June 1998.

Keywords

The Union for Republic - Republican Party of Czechoslovakia, analysis of media discourse, electronic media, party system, media image, development of society.