

## **Abstract**

This thesis titled *The Media Images of Political Leaders – 2010 Elections* focuses on descriptions and depictions of Czech political leaders, Vojtěch Filip, Jiří Paroubek, Petr Nečas, Radek John and Karel Schwarzenberg in printed press. The thesis contains an introduction of the leaders and the parties which they led during the 2010 parliamentary elections.

The thesis shows the differing images of the leaders in various media. It contains a quantitative content analysis of MF Dnes, Lidové noviny, Hospodářské noviny, Právo and Blesk daily newspapers in the pre-election period between 1 April and 27 May 2010, examining the frequency of informing about the leaders, differences in their presentation and attention given to each of them.

The content and tone of individual articles has been examined as well. The thesis also analyses the ratios between informing about the individual leaders and other topics in each newspaper.

The theoretical concept of the thesis is media communication in relation to politics. Political communication is examined from the view of the theory of political parallelism and the influence of media on politics.