

Abstract

The French President Nicolas Sarkozy is presented in the long term as the head of state with a strong media influence and strong media manipulation ability. This tendency is moreover not rare in the field of politics, and it can have a strong impact on society. That is why it seems appropriate to devote attention to this topic within media studies.

The aim of this thesis is to find out, based on the content-study of three Czech national newspapers, how Czech journalists deal with the topic of the French presidency – do they have their specific sources, how do they cope with information from the Élysée Palace, do they use the same sources, do they create stereotypes about Nicolas Sarkozy etc. Qualitative analysis of the articles is supplemented by findings from interviews with the journalists themselves.

The thesis has two main parts. In the first one, the overview of the available research in the field of agenda-setting and news coverage sociology is offered, literature is also presented, which deals with the influence of President Sarkozy and the issues affecting French journalists' work. The second part presents the analysis of the daily newspapers' material, which makes it possible to see the current trends in journalists' work with sources. The findings are supplemented by information from the interviews.

In the conclusion, the discovered facts are summarized, the approaches in the particular Czech daily newspapers are compared and differences in the work of the Czech and French journalists are mentioned.