

Diploma Thesis „Analysis of Czech dailies’ content in relation to political parties during election campaign before municipal elections in Prague“ presupposes that media and politics influence each other very strongly. In the theoretical part it first presents the media’s role in society and describes the journalists’ role evolution. Using the concept of mediatization it explains the media and political logic(s) inter-relation. In the next chapter it presents the historical development of political communication with regards to its ongoing transformation. After that it explains several concepts that are used when describing this process. Particularly it presents the concept of personalization and describes its two forms followed by definitions and critical evaluation of the concepts. In the empirical part it first presents the parties, dailies and municipal elections in the Czech Republic. Using the research method of quantitative content analysis it tries to find out the amount of attention/space that parties and candidates got in the newspapers during eleven weeks before the municipal elections in Prague in 2010. As a second step it tries to find out the level of personalization and its pre-defined forms. In the final part it presents the results and suggests possible extensions of the research.