

## **Abstract**

This thesis deals with the media representation of president Muhammad Morsi in five Egyptian newspapers. The main goal is to find out what kind of image these periodicals create and in what ways these images differ from each other. The research method used is qualitative content analysis and image analysis that examines articles, photographs and cartoons related in some way to president Morsi. Examined period is six weeks after the official announcement of the results of the presidential elections, i.e. from 25<sup>th</sup> June to 5<sup>th</sup> August 2012.

The thesis consists of three parts. In the first theoretical part, the reader is introduced to the media concepts which represent the basic frame of the research. This section also contains the outline of the political development in Egypt with an emphasis on the changes in 2011 and 2012. Furthermore, it describes the life of the new president and the development of Egyptian press. Finally, the first section includes short description of the five examined newspapers. The second part describes the research methodology including the research sample, questions and hypothesis. The last part presents and interprets the results of the analysis and comes to a final conclusion of this thesis.