

Abstract

This diploma thesis deals with a crystallization of the political affair in Czech Social Democratic Party concerning lying of the politician M. Hašek and his colleagues about their meeting with the president after parliamentary election in autumn 2013.

The qualitative analysis of mass media texts is based on the term media dialogical network, which was developed by J. Nekvapil and I. Leudar. In their latest publications they combined it with the apparatus of membership categorization analysis and the term structured immediacy. The membership categorization analysis enables me to take into consideration besides sequential aspects of social interaction also participants' categorization practices and thank to the term structured immediacy I could focus on how participants treat historical meanings in their statements. The second important aim of this thesis is to innovate the term media dialogical network as a viable approach to the intertextuality analysis of mass media communication in the new media environment.

The fact, that the call for resignation of party's leader was linked to the secret meeting with the president after the election, resulted in the interpretation of the event as a coup against party's leader B. Sobotka. The politicians accused of coup organization defended themselves against this sequential order of actions by denying the meeting and presenting the call as a spontaneous reaction on the bad election results of the party. However, immediately after their confession to participation in the meeting mass media convicted party's leader main rival M. Hašek of lying. On the ground of this conviction their opponents in the party called for his resignation as well as other organizers of the coup. It finally happened, but the interpretation of the resignation was also different on each side of conflict – Sobotka and his supporters regarded it as an acceptance the responsibility for crisis in the party, Hašek and other resigned politicians explained it as a response to bad election results.

On the background of the affair politicians discussed, if the event should be called coup, or consisted only in the expression of different opinion on the political course of party. On one hand, the accused politicians used historical parallels from undemocratic eras of the Czech history in order to delineate mass media campaign against them, on the other hand, party's leader and his supporters connected their action with their recent political activities to elucidate their sophisticated plan, how they wanted to gain a power in the party.

Regarding innovation of the term media dialogical network I was also able to collect several important observations. Print mass media are for example significantly less likely to form a media dialogical network's nodes than electronic and online mass media because of their periodicity. In the era of media convergence online mass media texts could be by

contrast no longer classified as written or spoken. Large amount of mass media products in network requires also more often a recapitulation of media dialogical network development and politicians' statements published on social networks could only become a part of media dialogical network, if they were reflected by mass media.

In conclusion this diploma thesis offers not only a detailed analysis how nowadays political affair may crystallize, but also provides an insight into the application of the term media dialogical network on contemporary mass media discourse.