

Abstract

This thesis presents and analyzes the media image of political programs of parties Christian and Democratic Union – Czechoslovak People's Party, Green Party, Party of Civic Rights – Zemanovci and Sovereignty after parliamentary elections in 2010 in Czech public service media - Czech Press Agency, Czech Television and Czech Radio. In the theoretical part of the thesis are presented political party programs in the period 2010-2013, and also briefly introduced Czech public service media, their historical development or their current position in the media world.

The practical part contains an analysis of textual and audiovisual content of individual media in the selected time period and focuses on the search for mentions of individual program points. Minor, but for understanding the role of public service media is an important part that compares the situation of position Czech public service media with those from another countries. The practical part then also examines the situation in the Czech world media after parliamentary elections in 2013 and if there are any consequences based on these results.

Hypothesis of work - proof unevenly provided media space by Czech Press Agency, Czech Television and Czech Radio to four non-parliamentary parties that based on the results of parliamentary elections in 2010 should have an adequate media space in comparison with parliamentary parties - is in the end of thesis with minor reservations confirmed.