

## **Abstract**

The main objective of the thesis is to analyse the role of selected Czech dailies and online news servers during the assertion of negative political campaigns before Czech parliamentary elections in 2013. The research led to answering the question, how were the newspapers, in comparison to the servers, concerned with the transfer of negative contents performed by Czech political subjects during the period of election campaigning. As the source of analysed data, the thesis used dailies *Mlada fronta Dnes* and *Pravo* and online news servers *Aktualne.cz* and *iHNed.cz*. The thesis observed a share of negative evaluative remarks in the news content dealing with the topic of Czech political campaign which was concerned with the negative campaigning of Czech political parties, as well as the way in which was this topic commented by the selected media. Crucial part of the thesis is a comparison of the parliamentary elections of 2013 with the preceding elections of 2006 and 2010. The aim was to show how the elections of 2013 fit in a trend of utilisation of negative political communication in Czech setting and how has changed the media coverage of the phenomenon during the observed years. From the thesis emerges the result that the dailies covered negative political assertions much more often than the online news servers. Research has not approved that the presence of the topic of negative political communication in the pre-election news was more frequent before the elections in 2013 than before the elections of 2006 and 2010.