

## Abstract

The main focus of this thesis is the topic of spin doctoring. We understand the term of spin doctoring as a one-sided manipulative form of communication whose aim is to influence public opinion and attitudes. The thesis deals with both historic concepts and present day definitions of spin. Based on academic work, this text examines the phenomenon of spin doctoring in relation to political communication, public relations, propaganda, corporate spin and journalistic professions. We elaborate particular techniques and methods of spin on the background of important cases related to spin doctoring. These specific cases refer to anglo-american countries. The field of interest of political communication, the relation of politics and media and their impact on democratic order of society is examined from the perspective of pluralistic pessimists and neo-liberal optimists. The position of journalists in the context of their cooperation with the spin doctors is also taken into account. The research part of this work deals with the spin doctoring in the case of “Radar”. The aim of the research is to find out whether or not manipulative techniques were employed in order to gain consent and support of the public in the case of building an American radar base in the Czech territory. Quantitative research methods were chosen. The quantitative content analysis examines the framing of the topic, the use of persuasive verbal tools and the overall image and meaning in three daily newspapers (MF Dnes, Lidové noviny, Právo). The qualitative method of semi-structured interviews examines whether spin doctoring techniques were used in the case of “Radar”.