

**Abstract:**

This thesis aims to prove or disprove the hypothesis that the media (Mlada fronta DNES and Lidové noviny), owned by a group of MAFRA, creates the media image of a migratory crisis consistent with the preview of the owner Andrej Babiš. This thesis examines articles in the newspapers using quantitative content analysis on this topic appearing between March-December 2015. The theoretical section consists of two chapters; first dealing with the media image and the design of the media mechanism and second, introducing the terminology of migration and migration policy. The Thesis also includes the contextual information, capturing and describing the European migration crisis on the basis of these findings and constructed in the design research. The analytical part incorporates knowledge of quantitative analysis and research positions A. Babiš. The conclusion answers the research questions that are for the purpose of writing this paper. This work is based on the relevance of the topic and the possible transformation of attitudes of political parties in the coming elections.

**Keywords:**

Media representation, migration crisis, refugees, MAFRA, Babiš, migration, media content analysis, ANO 2011, elections, news values