

## **Abstract**

This thesis deals with the changes in the media representation of a politician in selected Czech press, depending on various social and political events. As a source for analysis were chosen public activities of Stanislav Gross. The research focuses on three main events in the life of this politician. The first period is the period after the appointment of Gross to the Prime Minister. The next is the period after the publication of information about the dubious origin of his property and the last is the period after his death. The analysis is based on material from two Czech dailies – MF DNES and Právo – and it includes a comparison of the ways of informing of selected events in particular periodicals. Quantitative and qualitative research methods of media content were used for the analysis. The qualitative part focuses on filling in the stereotypical roles. The resulting media image was indeed very strongly influenced by mentioned facts and tone of articles and thematic composition of news associated with Stanislav Gross was changing. Among the selected periodicals were discovered distinct differences in approach to the issue. While MF DNES held more negative attitudes and related the Prime Minister to setbacks, Právo maintained a neutral perspective and Stanislav Gross was often put into the position of the tied politician and victim. The repertoire of stereotypical roles was in principle in both dailies the same, but individual roles have been variously used.