

Abstract

The subject of this thesis is the media, its history and function, and some other specific associated terms (in particular, the concept of objectivity and the theory of agenda-setting). In my thesis, I will also address the relationship between the media and politics. The aim of the practical part of the thesis is to analyze the work of three Czech journals (Hospodářské noviny, Mladá fronta DNES, Právo), and two television newscasts (Televizní noviny on TV Nova and Události České televize), in each case focusing on the theme of the American presidential election within a defined period of time (7. 11. 2016 – 13. 11. 2016). The core of the analysis consists of observing the proportion of total space and time that was dedicated to the topic, and in this analysis, I will focus on objectivity, or on the occurrence of the tabloid features.

Key words

media, mass communication, news, agenda-setting, objectivity, tabloid press, political marketing, election, president