

## **Abstract**

This thesis focuses on the media image of Andrej Babiš, Petr Fiala and Ivan Bartoš in the daily newspapers Mladá fronta DNES, Hospodářské noviny and Právo in the time before the Elections to the Chamber of Deputies of Parliament of the Czech Republic in 2021. The aim of the paper is to find out whether and how the media image of these three politicians, as the most likely candidates for the Prime Minister of the Czech Republic, differed in these newspapers. In the theoretical part, key theoretical backgrounds are presented concerning the relationship between media and reality, agenda setting theory, as well as the principles of media logic, requirements for media products and media owner's influences on media image. The methodological part characterizes the research methods used, which include quantitative content analysis and visual framing. The output of the thesis is an analytical section with a presentation of the obtained results and a final chapter that is devoted to a discussion of the results with the literature, their interpretation and the limitations of the research. The Newton database was used to obtain the necessary data for the thesis.