

Abstract

The thesis deals with the media image of Polish politics in 2019-2022 from the perspective of Slovak news websites: Aktuality.sk and Postoj.sk. The main aim of the thesis is to provide a comprehensive picture of Polish politics in the period under study in the selected news websites, as well as its differences between the news websites. The articles are analysed using quantitative content analysis.

The first chapter of the thesis defines basic concepts and theories related to media communication and media content. Subsequently, the state of the media in Slovakia is presented with more emphasis on the press and the examined news websites. The third chapter introduces the reader to the context of Polish politics, followed by a methodological section describing the research method, research questions and hypotheses. The last chapter of the thesis presents the results of the research, showing that different news websites used different frameworks in the creation of their content. When comparing the results of the analysis across websites, several differences were discovered. While Aktuality.sk placed more emphasis on the topic of elections, the topic of abortion was dominant in the daily Postoj.sk. The biggest media space in Aktuality.sk was given to the founder of the PiS party, Jarosław Kaczyński, while in Postoj.sk it was the Prime Minister Mateusz Morawiecki, also from the PiS party.