

Abstract

After its founding in 2009, the Czech Pirate Party has gradually developed into the world's most successful pirate party. This year also marks the 15th anniversary of its founding. Today, the Pirates are represented in the Parliament, in city and regional councils, in the European Parliament and even in the government. Using quantitative and qualitative methods, this thesis examines the changes in the media image of the Pirates in the two most important printed newspapers in the Central Bohemian Region. That is, in *Mladá fronta DNES* and *Deník* in 2020, 2021 and 2022. In these years, three different elections were held in the Czech Republic. The analytical part of the thesis seeks answers to three main questions. First, how has the media image of the Pirates changed over time? Second, how much did the articles in the two periodicals, each of which is owned by a different owner, differ? And third, did interest in the Pirates change depending on the type of election? Through a detailed analysis of a total of 150 texts printed during 42 pre-election days spread over three years, the thesis also produced several by-products that may serve for further research in the future. We learned what other topics were of interest to the media during the ongoing global coronavirus epidemic and how print newspapers approached them.