# English Abstract

This study explores the media's portrayal of the socialist past in the 2023 Czech presidential election context. The research examines 5471 articles from six Czech media outlets with varying political orientations through a mixed-method approach that combines quantitative content analysis and qualitative narrative analysis. The aim is to identify and analyse the prominence and framing of narratives about the candidate's communist affiliations. By employing systematic keyword searches, the study uncovers the extent to which the socialist past is highlighted. The findings reveal that narratives about the socialist past are a significant focus in media coverage, with notable differences in emphasis across different media outlets. The narrative analysis of 24 articles revealed several dominant narratives across the selected media outlets. The study contributes to understanding the role of historical narratives in contemporary electoral politics and underscores the influence of media in shaping collective memory. The conclusions emphasise the critical role of media and their editorial policies in determining the portrayal of political figures' pasts. They also highlight the need for a nuanced approach to media analysis in post-socialist societies.