

## **ABSTRACT**

This thesis concerns itself with the relationship between media and politics and politicians, particularly in those media messages where visual stimuli predominate. First, the author introduces key terms in the field of media and visual culture. The following part of the present paper focuses on two prominent figures of our political scene. These figures are briefly introduced and an attempt is made to analyse their means of visual self-presentation and the effect of this message on the public, namely their voters. The method chosen to carry out this analysis is semiotic analysis, inspired predominantly by Roland Barthes' book *Mythologies*. The author uses the concept of interpreting an image, denotation, and connotation, and subsequently situates her findings in a broader social context. Semiotic analysis helps to decipher messages used by media to influence voters' perception of politicians.