Abstract

The main aim of this thesis is to analyze the political marketing tools used by presidential candidates Jiří Drahoš and Miloš Zeman during the second round of presidential elections broadcasted on TV channel ČT 1. It also deals with the media image created by the mentioned candidates through these tools and through this television channel. The aim of presented research is therefore to define the specific political marketing tools, which could have been seen during broadcasting, whether their utilisation was specifically meant to communicate through television or not. Then, on the tools identified, to clarify how they used the marketing tools to form a media image of themselves and their opponent. The thesis also includes a brief comparison of the approaches of both candidates to the marketing strategy and to the creation of a media image.