

Abstract

This thesis focuses on media image of presidential candidates on both theoretical and empirical level. Theoretical part elaborates on agenda setting, salience, and framing. But mainly it focuses on summarization of current studies and methodological approaches to research of attribute agenda setting and creation of media image of political candidates. In total, sixteen studies from various media environments have been analysed. From these studies, set of universally applicable attributes have been derived, using the method of conceptual clustering. This set has been further extended by author's own categories and other attributes that emerged during empirical study of Czech daily newspapers. Result of the theoretical part is widely applicable set of 29 micro-attributes which five macro-attributes and two meta-attributes (as newly defined category) are consisted of. Besides the set of attributes, this thesis creates and defines brand new method of analysis through Coefficient of media affection which allows to evaluate the affective dimension of media image. The Coefficient is variable and can be tailored to the needs of specific research. Theoretical part, therefore, presents new and complex approach to analysing the media image of presidential candidates. The empirical part applies the methodology to the case study of media image of presidential candidates in leading Czech non-tabloid daily newspapers – Mladá fronta DNES and Právo. Mixed content analysis extended by affective dimension was chosen as a main method. This approach has been broadened by calculation of newly defined Coefficient of media affection. Analysis focused on candidates in domestic presidential elections in the Czech Republic (in 2018) and candidates in foreign elections, namely in the United States (2016) and France (2017). Empirical part uncovers differences among the dailies and the individual candidates and also confirms the relevance of methodology defined within the theoretical part of this thesis.