

Abstract

This diploma thesis examines the impact of the former US President Donald Trump's private Twitter account on agenda-building and how the Czech media work with information from this account. The diploma thesis is divided into two parts. The first part of the diploma thesis deals with the key theories and concepts of media studies such as the theory of agenda-setting, gatekeeping, news values, framing and intermedia agenda-setting. It also focuses on the contemporary form of political communication and the phenomenon of celebrity politics. The thesis also includes the overview of existing studies describing the political communication of the former US President Donald Trump on the social networking site Twitter and confirm the agenda-building role of this social network. The second part of the diploma thesis describes the research methodology and subsequent quantitative content analysis of news articles. The findings of quantitative content analysis are explained in the context of the theoretical concepts and previous studies. One of the main findings of this thesis is that Trump was able to some extent build media agenda, frame different topics and events and control his image in the media through his Twitter account.