

Abstract

The diploma thesis entitled “Image of President Donald Trump in the Czech News Agency” closely examines how the Czech News Agency provided information to the Czech readers about the 45th President of the United States, Donald Trump whose time in office (January 20 2017 until January 20 2021) brought a number of changes and controversies. One of the most notable one to mention are the US withdrawal from The Paris Climate Agreement or the accusation that the Republican president secretly cooperated with Russia before a unanticipated victory in 2016 elections. The research of Trump’s media image in the public agency CTK is based on quantitative analysis of topics as well as a qualitative approach to evaluating the tonality of each individual article.