Abstract

This bachelor's thesis deals with how four selected American media – The New York Times, Washington Post, CNN and FOX News reported on the results of the US presidential election in 2020. These elections were by their circumstances (Covid-19 pandemic), the process and subsequent conflicts regarding their results specific in many ways. This text focuses mainly on the topics that the media reported on in connection with the elections, as well as the possible relationship between their political inclination and the way in which they reported on individual candidates. For this purpose, a combination of quantitative and qualitative content analysis was used, which allowed the collection of sufficient data for comparison and at the same time capture latent meanings and fundamental context. The author relied on several basic media theories, especially the normative media theory and theories dealing with the effects of the media, specifically those related to news. The thesis also describes the American media market and the process of electing the US President and his functions, which are a context important for understanding the role of the media in informing about the election results and the political situation in the country. The result of the work is a summary of the events concerning the fight for the election results and their image in media, as well as a comparison of different interpretations in examined media.