

Abstract

The analysis of Andrej Babiš and his media appearances can be useful not only for understanding the situation of Czech politics. His successes in politics and business have made him one of the most influential personalities in the Czech Republic. The thesis therefore focuses on the analysis of his verbal and non-verbal communication traits to provide further insight into this unique politician. This thesis describes and analyses Andrej Babiš's performance in media debates in the early period of his political career in 2013 and compares it with his performance in 2017, when he became an established politician. The aim is to find the characteristic speech and non-verbal features that appear in his speeches and compare them with their evolution 4 years later. The thesis analyses television and radio outputs from the public media – Czech Television and Czech Radio. The theoretical part presents the background for the analysis and the analytical part consists of a description of the methodology of the work, a description of the sources and the characterization of the communication features of Andrej Babiš.