

Abstract

In this thesis, a comparative analysis of the communication strategies of the presidential candidates in the 2023 elections Ing. Andrej Babiš and arm. gen. v.v. Ing. Petr Pavel, M.A. is carried out. The work starts with a description of the election process. The AMI Digital Index 2022, which is a survey in the field of social networks, is presented. In the next chapter, the theoretical framework of the work is presented, starting with the characteristics of the examined media. The following is a brief description of the course of presidential elections in the past. Then the process of data collection is described and the method of social network analysis is presented. The following are individual analyses of social networks. First, six analyses of Andrej Babiš's communication are presented, as well as Petr Pavel's. This is followed by a description of the most symbolic themes of the individual campaigns. The next part is devoted to the characteristics of the analysis of pre-election debates, and then the analyses themselves and their comparison are discussed. Before the very conclusion, the candidates' post-election communication processes are briefly described. The last part of the thesis is the conclusion, which contains the results of qualitative comparison and comparison of individual analyses. It is described in which factors the communication of the election winner, Petr Pavel, differed from the communication of Andrej Babiš and in what ways the candidates conducted their campaign. The conclusion ends with a section that addresses possible avenues for future research into the 2023 presidential election.