Abstract

This diploma thesis focuses on the analysis of the media image of candidates in the 2023 Czech presidential election. The aim of the thesis was to examine how selected Czech print media covered individual presidential candidates and what type of media image was constructed through this coverage. The research was conducted using a combination of quantitative and qualitative content analysis. The analyzed sample consisted of 325 articles published in four Czech daily newspapers – Mladá fronta DNES, Hospodářské noviny, Blesk, and Chomutovský deník – during two time periods: before the first round of the presidential election (January 1–13, 2023) and before the second round (January 14–27, 2023).

The findings indicate that the media devoted significantly more attention to three candidates – Andrej Babiš, Petr Pavel, and Danuše Nerudová – while the remaining candidates received considerably less coverage. The analysis further revealed that gender stereotypes related to Danuše Nerudová as the only female candidate were reproduced only to a limited extent. In terms of thematic framing, election process-related coverage dominated across all analyzed media outlets, followed by topics related to domestic politics. Other thematic categories varied depending on the specific character and orientation of each newspaper.