

Abstract

This thesis deals with the mutual relationship of the U.S. president with American public. Within this theme I investigate the ways in which the public expresses its opinion of the president, and which factors and issues influence presidential public ratings. Further, I analyze the relationship of the president with the public from the other side – it means communication strategies which the president employs in order to gain support of public opinion. An essential part of public relations is focusing public attention on a concrete issue of the president's agenda and subsequent framing of public debate about it. Through this process, the president can determine preferences which the public uses during their evaluation of the president's job. The media play an important role in forming public opinion, therefore my thesis deals with the president's approach to the media and with his communication with them as well. From the view of the Rottinghaus's theory of public opinion leadership, I analyze particular methods of presidential public relations and their potential influence on the growth of public support. The last point of my thesis is the role of the public support in the policy-making process, particularly in promoting presidential proposals in Congress, and also in a situation when the president's position is contradicting public opinion. An important part of my thesis is also the analysis of George W. Bush's public relations, through which I am trying to apply the acquired theoretical knowledge to a specific case.