

This thesis examines two Czech leading dailies and their coverage of the US presidential election in 2004. Based on the quantitative content analysis of Mlada fronta Ones and Hospodarske noviny during the period of one month leading to the election (i.e. beginning with the first presidential debate) the main aim of the study is to identify and describe the different approaches undertaken by the abovementioned newspapers. The hypothesis assumes that the MF Ones dealt mainly with 'popular aspects' of the election (like meetings, image and character of the candidates, their families etc.), while the Hospodarske noviny focused more on political and platform issues.

The study is divided into two parts. The first one addresses the theoretical background - brief remarks regarding the media and elections in general; the outline of the presidential campaign within the realm of media and journalistic coverage; the analysis of the news values championed by the Czech media; and finally the characteristics of the analyzed newspapers. The second part is designed more practically in scope: it states the aim of the study as well as the employed methodology and code book. Last but not least it contains the results of the analysis and their interpretation.