

Abstract

The presented Thesis “*Political Communication and Politainment in the Presidential Election in the Czech Republic in 2013*” analyses political communication in the historically first presidential election campaign in the Czech Republic. I saw the presidential election as an opportunity to research a new platform of political communication that politainment is. The primary aim of the Thesis is to introduce this concept in the context of the current nature of political communication and at the same time to identify variables defining this phenomenon in the Czech environment. Analysis of the elements of politainment is performed on campaigns of the two most successful candidates aspiring for the office of the President of the Czech Republic – Miloš Zeman and Karel Schwarzenberg. I focused primarily on the television appearance of both candidates in TV debates broadcasted by Czech Television, which were the climax of the entire presidential campaign. I was interested in the content of communication of both candidates and the overall character of the debates. The Thesis answers the following questions: What is political communication and its role in politics? How does its form change over time? Does personalisation of election campaigns result in the emergence of politainment as a phenomenon of political celebrities? What are the pros and cons? Can politainment have any consequences on the political participation of citizens provided that the media (TV) form the basis of political awareness in the society?