

Abstract

This Bachelor Thesis on the topic Personalization of political communication in the Czech republic: Quantitative content analysis of presidential campaign 2013 in daily press deals with the development of political communication and in particular with the trend of personalization. Personalization is the result of several media, social and political changes which emerged after the Second World War.

This Bachelor Thesis consists of two parts. The first theoretical part deals with the development of political communication accompanied by the professionalization of political campaigns. Professionalization can be also considered as a precursor to personalization of political communication.

The second part summarises the results of quantitative content analysis of presidential campaign in 2013 in the Czech republic. This analysis confirmed the hypothesis that political communication in the presidential campaign was personalized. This provided the opportunity for further research.