

Abstract

This work focuses on four television debates on Czech television, television Nova and television Prima family, which were aired on the January 17, 18, 23 and 24, 2013. These are the only television debates, which took place between the first and the second round of the direct presidential election. The thesis summarizes the formation of the direct presidential election in the Czech Republic along with the development of the electoral campaigns of eleven candidates, describes the progress of the first round and the interim before the second round of the direct presidential election. Furthermore, the work subjects these four debates to in-depth analysis, quantitative analysis, particularly combined with a content image analysis. The research results are supplemented by qualitative findings from newspaper articles from the Lidové noviny, Hospodářské noviny and Blesk (January 13 to 25, 2013) reflecting monitored debates.