

Abstract

This bachelor thesis focuses on media presentation of the US Presidential Candidates in selected Czech newspaper. Elections from 2012 were chosen as a case study. This thesis elaborates on theoretical concepts of agenda building and setting, framing and political image. It uses methodology described in literature and authors own research. Author identifies 19 categories of attributes that are used by media to describe political candidates and that influence the audiences. Through the method of mixed, quantitative and qualitative content analysis it was examined which of these categories prevail and in which tone (positive/neutral/negative) they are presented. As a sample three leading Czech serious newspapers were chosen – Právo, Mladá fronta DNES and Lidové noviny which were monitored over period from 28 August to 6 November 2012. Besides the attributes also salience of the issue and candidates was measured as well as frequency of occurrence of the topic. Last but not least overall valence of the articles was counted leading to calculation of coefficient of media favourableness regarding each candidate. Thus the research provides complex overview of US presidential candidates presentation.