

## **Abstract**

The diploma thesis „*Analysis of the Czech and American News Coverage of the 2008 Presidential Elections in the U.S. and American President*“ examined if American press, represented by The New York Times, is influencing the coverage of presidential candidates in Czech press, which is represented by Mladá fronta DNES and Hospodářské noviny. The examination is based on the example of presidential race in 2008 in USA. The aim of the research is if there are signs of international two-step flow in Czech press. The second part of the research is focused on so called honeymoon effect in Czech press on the example of news Coverage of President Barack Obama in his first term in office. The quantitative content analysis showed that there are similar features in the coverage of presidential race in Czech and American press. The investigation also showed that Czech press is more positive in the coverage of Barack Obama at the beginning of his first term in office and this positivity declined in the second year.