Abstract

The French President election is always a highly watched event worldwide. The French president is one of the most influential European politics, stability of France is reflected in other parts of the European continent. President election is always very important topic for a media, which is analyzed from all possible sides. The presidential campaign in France was characterized by a strong words from the candidates and the election results was expected event worldwide. Marine Le Pen, chairwoman of the National Front, stepped to the final round of the president election. The contrast of her personality and later winner Emanuel Macron has added a special charge to the presidential campaign. I discussed in this bachelor thesis how two Czech media MF Dnes and Právo informed about French president election. I analyzed id and tries to find answer, if media informed about this event objectively and what priority did they give to this event. I also discussed a possible question, if the dailies did not bother one of the candidates in their articles. Both selected media have a different spectrum of readers in the Czech Republic. One is politically oriented to the right and the other to the left. I will discuss the main question of this thesis by a method of a quantitative content analysis. The main target of this work is the comparison of MF Dnes and Právo and the main output is an analysis of their way of informing about the French presidential election in 2017. This comparison shows differences in both Newspapers in the number of reports with French presidential themes. It also shows differences in information about individual candidates.