

Abstract

This thesis titled “Trump for President. Analysis of the media image of Donald Trump in the CTK news“ deals with the portrayal of Donald Trump. This thesis focuses on Trump related news release from March 18, 2015 to January 20, 2017. In March 2015, Mr Trump announced his intention to run for presidency of the United States through the Republican Party and would be taking part in the primaries. He officially became president in January 2017.

The aim of the thesis, which is based on quantitative research using content analysis, is to find out how the role of Donald Trump as President of the United States of America was reflected in CTK news.

The paper aims to clarify whether the media`s interest in Donald Trump had been steadily rising over the period under review in CTK and which of the thematic categories are covered in the various stages of pre-election rivalry even after the election.

An aggregate of articles was used as a data resource from CTK`s infobank. It can be concluded from the results that Trump's success also depended on the fact that he was able to highlight his personality and set criterias relating to his ideologies and political experience through the help of the media.