

## Abstract

The diploma thesis is focused on the role of appearance in electoral decision making in the presence of political information and voters' characteristics. In the theoretical part experimental researches and real elections researches, which are focused on the appearance of political candidates, are presented. The results highlight the presence of stereotyped thinking in electoral decision making, the influence of the appearance of attractive candidates and the perceived competencies, that have a predominantly positive effect on electoral success, the negative evaluation of candidates with higher weight, and the inconsistent evaluation of ethnicity and gender of political candidates. Current research has shown that a political program, shared values and personalities at the head of political parties have been selected in the elections of political parties, and in the fictitious elections the candidate with the same political attitude has the greatest chance of success. However, the appearance of political candidates affects the success of candidates even in the presence of political attitudes and the characteristics of the respondents. Preferred is the attractiveness of the candidate and the appearance of competence, which is controlled by attractiveness and older age. A nice look of political candidates is preferred, appropriate dressing, self-control, rhetoric and proper family circumstances; obesity, non-conforming appearance and political scandals are negatively evaluated.