

Annotation

Bachelor thesis *The Media Image of the Candidates Between the First and Second Round of the Presidential Elections in the Czech Republic* deals with the direct presidential election, which is relatively a new element of the parliamentary democratic system in the Czech Republic. Direct presidential election is perceived as a process that results in an increase of plebiscite influence on political developments in the country. Direct election is placed here in the context of private media and public broadcasting. The bachelor thesis tries to find answers to questions about the role of the media during the presidential election and attitude of the media to the presidential candidates and to the election in general. The theoretical part of the thesis analyzes the close connection between the election, political communication and the media. The theoretical part of the thesis tries to find the basics for evaluating the media image of the candidates during the presidential elections in 2013 and 2018 and creates the theoretical background for answering questions about the objectivity of the media and the role of negativity during this democratic process. In the practical part of the thesis a quantitative content analysis of private media and public broadcasting media is performed between the first and second round of the presidential elections in 2013 and 2018. The final part of the thesis finds answers to questions related to objectivity of the media, attitude of the media to the individual candidates and topical issues related to problematic attitude of the media to the person of the current Czech president.