

Abstract

TV presidential debates are an interesting media and political phenomenon that is considered also as the peak of the presidential election campaign. For the first time, this television duel between the two main presidential candidates was broadcast in the US in 1960. In the Czech Republic, the practice of television presidential debates with the legalization of direct presidential elections, ie in 2013, was introduced. The two main candidates in the second round of the election were Miloš Zeman and Jiří Drahoš. Together they met in front of television cameras in only two cases - on TV Prima in the program *Hledá se prezident 2018* and on Czech Television in the program *Prezidentský duel - Finále*. The aim of this thesis is to find out how the dramaturgy and the overall processing of the debate differ on private television and how, if it is produced by a public institution. Through qualitative content analysis and subsequent comparison, I was interested not only in the selection and sorting of topics, but also in the way of moderation, the visual and audio effects used during the debate or the role of the audience. Based on the findings from the theoretical part, I evaluated the differences in television debates in the Czech environment from the American one and, using data from a poll conducted by Median, attempted to interpret the impact of these two debates on decision-making of the voters. The thesis could serve as a detailed summary and evaluation of these TV events, as well as a guide for future participants in the debate. It can also guide them in the mean of which steps should be taken during next election campaign and what are the examples of good practice to build on.