

Media and politics as well as media and elections are very closely related with each other, that is why is the topic of this thesis presidential election in 2018 in the Czech Republic in the Czech newspaper. Quantitative content analysis was used to analyse framing of the presidential election in *Hospodářské noviny*, *Lidové noviny* and *Mladá Fronta DNES*. The main theoretical frame used is Entman's (1993) definition of framing. It is also analysed how balanced and neutral the news, including the analysis of incumbency bonus. Research of the neutrality and balance of the news is based on the Westerstahl's definition of objectivity. The thesis also compares results of the framing and unbiased analysis with the framing and unbiased analysis of the presidential election in 2013 by the author Tamara Kejlová (2014). The main goal of the comparison is to show the trends that are present in the media content related to presidential election in the Czech Republic. In the thesis I also provide context of the presidential election in the Czech Republic.