

## **Annotation**

This Master's thesis *Development and Change of Presidential Television Debates in the USA: history, format and ethics* deals with the development of presidential debates from 1960 up to the present days. The theoretical part is focused on political communication, given that presidential debates are one of its forms. The text offers definition of political communication, describes its historical development and specifies its present characteristics. It follows up the role of new media in political communication. The second part of the diploma thesis is focused on presidential debates. It describes the origins of presidential debates in 1960 and explains how it affected political communication. It characterizes the process of presidential debates' institutionalization. It deals with formation of the Commission on Presidential Debates, explains its role in organization of presidential debates and analyses its shortcomings. On the basis of video recordings' analyses it specifies the principal milestones of presidential debates' development from 1960 up to the present days. It is focused on the host's position in debates. The theses also characterizes the role of new media in presidential debates and analyses the debates' influence on voters and presidential elections.