

**Author:** Marek Martinovský

**Thesis name:** Candidate endorsement in media under Economia, Ltd. before the Czech presidential election 2013 and 2018

## Abstract

The subject matter of this thesis is to analyse the phenomenon of media endorsement during the Czech presidential elections of 2013 and 2018 in the Czech media landscape. The sample consists of media outputs of two select media under the Economia publishing house, namely *Hospodářské noviny* and the *Aktuálně.cz* news website, 14 days prior to the second round of both elections.

The paper discusses various theoretical aspects of newspaper endorsement in – mostly US – media and briefly presents examples in the Czech ones as well.

The core of the thesis is a quantitative content analysis via which we can attain the volume of explicit and implicit candidate support in select media, as well as find any correlation with the concrete examples of endorsement in both outlets. The secondary goal of the thesis is to provide data about the previously unmapped terrain of endorsement during the 2018 Czech presidential election