

Thesis "The building of political image - Karel Schwarzenberg" deals with the issue of creating a political image using a specific example of a Czech politician. Karel Schwarzenberg is currently one of the most popular politicians and his party TOP 09 achieved excellent results in the elections to the Chamber of Deputies, Senate and local councils. The thesis deals with the process of building of his political position and uses his example to show how to create and edit the political image in the eyes of public. The aim of this paper is to describe the evolving of political image, what tools can be used to its improvement and explores the factors that influence the popularity of politicians. The theoretical part presents the various aspects of political image creation using different aspects such as an aspect of political marketing, political psychology and the role of media in image building. The study also describes the life of Karel Schwarzenberg and the influence of his life experiences on his political activities in the Czech Republic. The example of several selected campaigns describes the process of building his political image. Analysis of the election campaigns deals with the elections to the Senate in 2004, originally scheduled elections to the Chamber of Deputies in 2009 and elections to the Chamber of Deputies in 2010. Further work includes analysis of Karel Schwarzenberg's role as a Minister of Foreign Affairs in years 2007 - 2009.