

## **Abstract**

Presidents are said to exert their influence mainly through addressing the public and public speaking. Setting the media agenda is considered as one of the presidents' main strategic powers. Although the contemporary Czech president Václav Klaus enjoys substantial media attention, it is not granted that the media report on everything he says and emphasises. This research focuses on the interaction between presidential speeches at important occasions, represented by the 1 January, 28 October, and 17 November address, and the media represented by three nation-wide dailies Mladá fronta DNES, Právo and Blesk. The time span of the research is 2007 to 2011. The analysis seeks to examine how often were the presidential speeches reported by the media, and which particular topics from them generated press coverage. The results show that the media were mostly attracted by the 1 January address, while the 17 November speech received least attention. It has also emerged that the media reporters have been choosing selectively which topics from the speeches to cover. The scope of the space dedicated to each of the topics by the president in his speeches has not been reflected by the journalists. Therefore, significant differences in the topical priorities between the presidential and media agenda were discovered. A second objective of this research was to find how the media pictured president Václav Klaus in relation to the topics from his speeches. A framing analysis of the opinion articles revealed that the president was mostly framed negatively. At the same time though, some degree of respect to Václav Klaus has been shown in the attributes that the journalists connected with him.