

## **Abstract**

The direct presidential election in the Czech Republic brought not only changes to the law, but also a new style of electoral campaigns and overall new view on the presidential function. Long before the election, the professional public as well as considerable part of the laic public were divided between its supporters and opponents. When Miloš Zeman was elected president, these opinions even sharpened, because he is a very strong personality reviving people's emotions.

This bachelor's thesis aims to find out, whether the direct election and the personality of the president elected affect also media contents. Four Czech weeklies, Instinkt, Reflex, Respekt and Týden were chosen for the research. This thesis tracks the first year of Miloš Zeman in his presidential function. Moreover it traces the first presidential year of Václav Klaus, who held this position before Zeman, but was not elected in the direct election, and compares the media outputs. Compared is the number of the articles, their length, topic, emotional overtones, visual accompaniment, authors of the texts and also front pages where the presidents appeared.

To provide complete information and broader context, there is also both personal and professional background of Miloš Zeman stated in the thesis and an introduction to the presidential electoral system in the Czech Republic.