

Abstract

The text deals with the relationship between the media and the President of the United States of America. During the twentieth century, the president becomes the most visible part of the American political system. At the expense of the Congress, he takes on more initiative and becomes more active. Consequently in this area the role of the media increases because they inform the public about activities of the President. Public relations appear as a new aspect of the presidency. It is then up to each president how to deal with this new role.

This thesis deals with various aspects of the relationship between the president and the media. It focuses on the communication means between White House and reporters and the strategy of this communication. In addition, it also explores the subsequent influence that media have on public opinion regarding the president and his public support and evaluation. This knowledge is then practically applied to the case of President Barack Obama.