

## **Abstract**

This diploma thesis analyses the debates of the two candidates who passed to the second round of the Czech direct presidential election in 2013. Primarily focuses on the debates in the public service media – Czech Television and Czech Radio. To put into context the whole campaign will briefly examine the debates on commercial TV stations as well. The thesis applies content analysis as the methodology. It measures how often both candidates (Miloš Zeman and Karel Schwarzenberg) mentioned their officially declared programme theses in a total of six debates on television and radio. The campaign is also presented more broadly in order to put the analysis into a wider context. Only programmes officially designated will be considered for the analysis so as to secure its accuracy. A quantitative analysis of the content will be applied in order to measure the frequency of programme theses in the debates researched. The principal goal of the thesis is to confirm or disconfirm the hypothesis that programme theses do not play such an important role in a political campaign in general, nor in candidate debates. I focus on the aspect of how different debates were and in which type of media presidential candidates presented the higher number of their programme theses.