

Abstract

This master thesis “Visual presentation of presidential candidates on Facebook” provides an image analysis of presidential candidates on social network in the period before and during the election in 2013. The theoretical part tackles the role of visual political communication, including image values and ideology, the relationship of the image and the text or media image research and seamlessly continues the formation of the political media image in modern political communication. The following quantitative content analysis analyses the context of the visual media image building within individual profiles of candidates, evaluates the work with images and text components, discusses the question, who creates the media profile of candidates and in combination with the qualitative image analysis reveals specific features of media profile building of individual candidates.