

Abstract

This bachelor thesis deals with a media response to a presidential campaigns of Miloš Zeman and Karel Schwarzenberg as they were the two candidates of the second round in presidential elections. This media response is analysed in newspapers *Mladá fronta Dnes*, *Hospodářské noviny*, *Lidové noviny*, *Právo* and on internet portals *iDnes*, *iHned*, *lidovky.cz*.

This presidential election took place in 2013 and it was historically the first presidential election when inhabitants of the Czech republic elected the president directly and that is why not only the selected media but also society took interest in such an occasion.

With a certain time distance, this bachelor thesis rates how did media responded on the presidential campaigns of the candidates of the second round of this election and if it was more the printed media or the online reported about this presidential election. Another goal of this thesis is to find out whether any of those two candidates used a negative campaign against his opponent.

The theoretical part deals with the terms used in the thesis, with the presidential election itself with biography of the candidates and of course with the media. The practical part contains the analysis of the media response of the selected media, the comparison of online and printed media and also the analysis of the direct speeches of the candidates with the aim to find out if any of them used a negative campaign against his opponent.