

## **Annotation**

The thesis *Visual presentation of american presidential elections 2016 in Czech online media* focuses on visual presentations of American presidential elections in various Czech online media. The first part of the thesis introduces the basic principles of political communication, trends in political marketing and the development of the use of photographs in election campaigns. The following part of the thesis describes the characteristics of online news services with focus on processing accompanying photographs. At the end of the theoretical part, two representatives of online media *iDNES.cz* and *Blesk.cz* are shortly characterized. The applied part uses the quantitatively-qualitative content analysis accompanied by in-depth interviews with representatives of Czech media to narrowly research into photographic materials with the topic of American presidential elections 2016 used by the news servers. The gathered data are not only compared between the servers but also before and after the revelation of the election results. At the end of the analysis, the overall photographic coverage of the American presidential elections 2016 is compared between the news services.