

Abstract

The US presidential election is undoubtedly the most important foreign policy event regularly covered by the Czech media. In the case of the latter, the battle for the White House became one of the main topics of autumn 2020. All three main national broadcasters - TV Nova, CT and TV Prima - joined the battle for viewers. For the first time in history, the election results were broadcast simultaneously on these three TV stations. But what was the practice in the Czech media. In the United States, it is quite standard for media houses to lean towards one of the candidates, that the coverage is pro-Democratic or pro-Republican. This thesis examined how this phenomenon manifested itself in Czech TV stations. Thus, the research questions focused on the number of reports on each candidate, their tone, and the total time devoted to the election itself and to both candidates. Based on the data collection, the thesis assessed that TV stations did not give equal space to both candidates. By far more space was given to Donald Trump at the expense of Joe Biden. Moreover, Trump was more often portrayed in a negative sense. In this respect, Czech Television was the least balanced Czech TV station, while TV Prima was the best. However, it in turn offered the least American election coverage, with TV Nova having the most. The work thus showed that even in the Czech Republic some media outlets leaned towards one candidate in 2020. The thesis then concludes with discussion points on what might have caused this.