

Abstract

This bachelor thesis explores the connection between the image of the president in the Ukrainian TV series *Servant of the People* and the real presidential candidate Volodymyr Zelenskyy, because it was him who played the role of the president in the aforementioned TV show. The aim is to find out whether the film character Vasyl Goloborodko had the potential to contribute to Zelenskyy's election campaign and to what extent the examined figures coincide and differ. The theoretical part of the thesis describes the phenomenon of the television series, the *Servant of the People* series itself, specifically the plot, cast, audience response and criticism of the series in relation to Zelenskyy's candidacy in the elections, and also introduces the connection between celebrities and politics, explaining the concept of celebrity politician and its academic categorization. The research part examines the figure of Vasyl Goloborodko in selected episodes of the series and Volodymyr Zelenskyy in the video content of his election campaign through qualitative content analysis. The results of the subsequent comparison show that the examined characters are largely the same, but not exactly identical. Nevertheless, given the number of similarities, it can be concluded that the serial president may have contributed to the image of candidate Zelenskyy.