

## **Abstract**

The bachelor's thesis focuses on the reporting of five selected newspapers between the first and second round of the direct presidential election in 2023. In the theoretical part, the thesis introduces the reader to scholarly concepts and terms related to normative expectations of a democratic society, such as objectivity, balance, impartiality, and others. In the descriptive part, it describes the Czech media landscape and touches more closely on the topic of media ownership. In the research part, using quantitative and qualitative content analysis, the author works with data collected from the Czech daily newspapers *Hospodářské noviny*, *MF Dnes*, *Lidové noviny*, *Právo* and *Deník N* and interprets the results based on four research questions.