

## **Abstract**

The bachelor thesis examines the role of visual communication in politics and the formation of self-presentation strategies of selected candidates during the Czech presidential elections in 2023. The theoretical part of the thesis introduces visual political communication, cognitive processing of images and the formation of political image through visual frames and relevant dimensions. The analytical part of the thesis uses quantitative and qualitative content analysis to explore the self-presentation strategies of candidates Petr Pavel, Andrej Babiš, Danuša Nerudová and Pavel Fischer on Instagram. The aim of the study was to find out how the selected political candidates used the social media Instagram for self-presentation and which visual frames they emphasized. An analysis of 1,371 Instagram posts of the selected candidates reveals a preference for the ideal candidate frame over the populist candidate frame. The analysis equally reveals gender differences in the use of the dimensions of compassion. The work further explores users' interactions with different visual frames and dimensions, and slight differences in the number of interactions are noted.