

The present thesis "Media entertainment and politainment. Case study: Presidential elections in the Czech Republic" analyses political communication in the presidential election campaign in the Czech Republic. Political institutions are increasingly dependent on mass and new media. The notion of politainment is now an integral part of political news. The main aim of this paper is to introduce this concept in the context of the contemporary nature of political communication. The elements of politainment are analysed in the campaigns of the two most successful candidates applying for Head of state of the Czech Republic, Andrej Babiš and Petr Pavel. My primary focus is on the television appearances of both candidates in televised debates on Czech Television, FTV Prima and TV NOVA, which were the highlight of the entire presidential campaign. I was interested in the content of both candidates' messages and the overall character of the debates.

In this thesis I am going to answer the following selected questions: What is the role of political communication in politics? How has its form changed since the 1990s? What do we mean by the term "*politainment*"? What are positive and negative aspects of politainment? What were the issues raised during the presidential campaigns? Can we consider the historic first direct presidential election in 2013 as the beginning of politainment in our country? Does entertainment belong in politics? When is reaching people through the entertainment acceptable and what is over the line?