Abstract

The aim of the thesis is to map and evaluate the political media communication of the candidates for the 2023 presidential elections. In the research I first try to outline the situation and circumstances that were related to the period before the 2023 presidential elections and at the same time I introduce the presidential candidates - Andrej Babiš, Petr Pavel, Danuša Nerudová, Mark Hilšer, Pavel Fischer, Karel Diviš and Tomáš Zima. In the empirical part of my thesis, a systematic and structured approach to data analysis was used, with the main emphasis on the method of content analysis using coding. This analytical method enables the identification of key patterns, themes, and relationships in textual or image data. Content coding was conducted as part of the thesis, which involved assigning categories or codes to individual Twitter posts of political candidates in the 2023 presidential election. The first part of the research included posts by seven candidates from November 25, 2022, to January 14, 2023, while the second part of the research included posts by only two advancing candidates from January 15, 2023, to January 28, 2023.