

Abstract

This bachelor's thesis „Expectations of Czech citizens aged 18-25 from the media communication of the president of the Czech Republic using the example of Petr Pavel“ aims to reveal and describe what values, characteristics, approaches and elements this population group expects from the president's communication, to map their perception of media communication of the presidential office and give a more accurate picture of their method of obtaining information about the performance of the office of the president. Furthermore, this thesis focuses on obtaining a comprehensive idea of the ideal frequency and channels for the media presentation of the president from the perspective of the investigated age group. This bachelor's thesis opens with a theoretical part introducing values, factors and concepts of media communication described in scientific literature, as well as studies, researches and findings in the field of media communication related to the consumption of media by the examined age group. In the second part, the thesis deals with the methodology of the research presented in the third and final part of this bachelor's thesis. The research was conducted in two stages. The first phase consisted of quantitative research in the form of a questionnaire survey, the results of which were then used as a springboard for the investigation within the second, qualitative phase of the research carried out through individual semi-structured interviews. The interviews were analysed using grounded theory. The research yielded findings in the area of preference for media types, values and communication style as viewed by the studied population group, the clarification of their perception of the role of the president and a comprehensive idea of the process of obtaining information about the president's activities and other political topics.