

Abstract

The bachelor thesis deals with the analysis of the candidate's election campaign strategies in the presidential elections in the Czech Republic in 2023. The campaigns of the three most successful candidates – Andrej Babiš, Danuše Nerudová, and Petr Pavel – were subjected to a thematic analysis based on the analysis of the media outputs and the candidate's social media posts. The thesis aimed to identify the strategies used in the period before the first round of elections based on the typology of Dariusz Skrzypiński. The typology defines four types of strategy – reinforcement, expansion, neutralization and reversal. The theoretical part explains the basic concepts essential for understanding the topic and introduces in detail the initial typology of strategies. The methodological part describes in detail the methods used to carry out the analysis, focusing on data collection and subsequent data analysis. The conclusions of the thesis can be used as a starting point for further research on candidates' strategies in presidential campaigns or election campaigns in general, especially in the context of correlating the use of strategies with final election results.