

Abstract

The diploma thesis titled "Themes resonating in the Czech presidential elections 2023: Content analysis of interviews and debates with candidates Petr Pavel, Andrej Babiš and Danuše Nerudová" examines the form of pre-election presidential debates and interviews in 2023. The theoretical part of the thesis discusses the changes brought about by digital media, and at the same time confirms the strong position that debates still have in the media world. Although various elements and segments have been incorporated into the debates with the intention of reaching a wider audience, the tradition of the debates still remains. The practical part of the thesis consists of a content analysis of the speeches of the selected candidates. Sources come from both traditional and digital media. The thesis sets the main agenda of pre-election debates and interviews, which consists of seven topics. Quantitative analysis showed that despite Petr Pavel's greater media space, Andrej Babiš was able to surpass him in the length of his speech.