ABSTRACT

The thesis uses a conversation analysis to examine six selected televised debates ahead of the 2023 presidential election, first reflecting on phenomena associated with the televised presidential election, such as political communication, the influence of business structures, along with oligarchisation and media regulation. Then, the way in which the three largest domestic TV stations created the image of the presidential candidates, what practices and elements they used in the debates and what space they gave to the individual candidates are presented. Next, the performance of the moderators is analysed and set in the context of the whole debate, thus sketching a specific picture of the course of the programmes. Through this analysis, it is possible to partially assess whether the debates were presented to the audience in a balanced way with an objective portrayal of the presidential candidates present, and above all, if and how the principle of impartiality was violated by the television, either through the moderator's performance or the dramaturgical approach. For a better understanding of the entire production, the following is presented also a thorough analysis of the scenographic solutions and a detailed description of the environment in which the debates took place. Through a careful examination of the elements mentioned, the author of the thesis concludes that, in terms of the aspects examined, the debates broadcast by Czech Television appear to be the most problematic, and on the contrary, he considers the debates broadcast by Prima TV to be the most balanced.

KEYWORDS