

## Abstract

The Media Portrayal of the Main Candidates in the 2024 US Republican Primary Election is a thesis that focuses on a detailed analysis of articles reporting on the candidates for the Republican nomination for the November US presidential election. Articles discussing the Republican Party candidates are examined during the analysis period from November 14, 2023, to January 14, 2024. Due to their high number, only the top five favourites in the primaries were included in the analysis. These candidates are Donald Trump, Ron DeSantis, Nikki Haley, Vivek Ramaswamy, and Chris Christie.

Three media outlets, or rather their news sites, were included in the analysis. The first is CNN.com, which represents the left-leaning media. The second chosen server is WSJ.com, which by contrast represents the center-oriented media, while the right-oriented media is represented by FOXNews.com. Although only three media outlets were deliberately included in the analysis, each of them occupies a different place on the right-wing political scale. Therefore, it can be assumed that the coverage of each candidate will differ at least slightly.

The last condition that the articles had to meet in order to be included in the research was that the texts had to be related to the chosen topics. These nine topics were inflation, migration from Mexico, health care, climate change, abortion policy, gun ownership, the war in Ukraine, the prosecution of Donald Trump, and questioning the 2020 election. In all cases, these are topics that have played a crucial role in American politics in recent years.

All articles included in the research were analysed using a combination of quantitative and qualitative content analysis. This enabled a clear and also relatively objective interpretation of the message of the articles or the assessments contained in them. The use of these procedures also led, to the discovery of the occurrence of so-called frames or to the mapping of the frequency of mentions of individual candidates.

Using a combination of both approaches, it was possible to create the media coverage of all five major Republican candidates for the party nomination for this year's US presidential election. For example, the analysis concludes by confirming the hypothesis that the right-leaning FOXNews.com was more moderate in its coverage of former President Donald Trump than the left-leaning CNN.com. Similarly, when looking at the detailed results of the analysis, it can also be seen, that Nikki Haley was perceived most positively by the American media. The

media were most negative about Donald Trump, about whom they also published the highest number of articles.