

Abstract

Diploma thesis *The Rate of Negativity in Miloš Zeman's and Karel Schwarzenberg's Reflection in Media during Presidential Election in 2013* analyses the rate of negativity in the news production of three national newspapers – Mladá fronta Dnes, Lidové noviny and Právo - about these presidential candidates. Time range setting is one month before first round of presidential election and one month after first round of presidential election.

The presidential election in January of 2013 was completely different from previous presidential elections. People voted in a direct presidential election. It was very important event, in which the media were very interested. Press, television and radio broadcasting were filled with presidential election, candidates, debates and many reflections.

Media have taken it a bit contradictory. Apart from the ordinary information that were important for the public knowledge, the media resorted to the kind of media storm. There were a high rate of negativity in the news against Miloš Zeman. On the contrary, Karel Schwarzenberg was reflected as an ideal president. The public was separated into two groups by media. First group was supporters of Miloš Zeman and the second one was supporters of Karel Schwarzenberg.

The aim of this diploma thesis was to find out, how much negativity about these presidential candidates took place in the news. If the negativity was really observable or if it was the result of emotions caused from first direct presidential election in the Czech Republic.