

Abstract

This thesis Public Relations Effectiveness in the Czech Presidential Elections 2013 analyzes the effectiveness of public relations tools that have a key influence in building of positive image of candidates in political elections, and on the particular case of the Karel Schwarzenbergs election campaign in first ever presidential election in the Czech Republic. The first part deals with the theoretical definition of public relations in general and subsequently in the narrower sense in relation to politics, adaptation to the specific needs of political communication for example in endorsement or positive and negative campaigns in electoral contests. Attention is also paid to the possibilities of cooperation with the media, agenda setting and framing. In the second practical part is first introduced the background of the presidential election together with a detailed profile of Karel Schwarzenberg, followed by an analysis of his electoral campaign between August 2012 and January 2013, and in terms of effectiveness of various public relations tools that were used in the campaign and their success in projecting into the media content.