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*A COMPARATIVE VIEW OF THE DEPICTIONS OF LEADERS
IN CZECH AND BULGARIAN POLITICAL COMMUNICATIONS*

This paper seeks to analyze how marketing consultants create the images of political leaders through election billboards. The aim of this research is to comparatively look at the billboards of the leaders of four Bulgarian political parties and seven representatives of the Czech political life. The leader is the most visible representative of the political party. He or she becomes a symbol, through which the political parties visibly differentiate themselves.

Keywords: political leaders, depiction, political communication, Czech Republic, Bulgaria
