

## **Abstract**

This diploma thesis aims to study populist statements that appear in the advertising campaigns of political parties during the pre-election period. The main idea is to examine the discourse of this phenomenon during parliamentary elections in the Czech Republic held in 2017. The aim of the work is to identify and describe the use of populist elements in nine political entities that passed the 5% clause. Our work is based on the theory of populism as a marketing strategy by Winder and Tenscher (2012). Since populism is a widespread phenomenon, we wanted to show that it permeates through every political party, whether populist or not. The diploma thesis uses content analysis of outdoor and television advertisements of political parties. This study concludes that populism is a very popular and well-functioning concept whose elements can be applied by practically any political actor.

### **Key words:**

Populism, parliamentary elections, political communication, Czech Republic

### **Title:**

Populism as political communication