

## **Abstract**

The diploma thesis looks at the issue of political conviction among Slovak voters and the subsequent analysis of the influence of this conviction on the evaluation of information. As a goal, with the help of quantitative research, specifically a questionnaire survey, it determines to map this impact.

The theoretical part therefore deals with two main parts. In the first, it tries to define political belief, its formation among voters and enumerates various influences that act on it. It further categorizes political beliefs. In the second theoretical part, the thesis dives into the Slovak context of political communication, analyzes party families, the current state of political parties and focuses on the Slovak voter and his perception of democracy.

In the practical part, the objectives of the research are defined. The results showed that respondents who identify their political beliefs as strong are much more decisive in evaluating the received information based on agreement and disagreement. At the same time, the findings indicate that voter identification on the left-right scale of political orientation does not have a significant impact on agreement or disagreement when receiving information.