

Abstract

This bachelor thesis focuses on the analysis of the campaign of presidential candidate Jaroslav Bašta, who is running for the political party Freedom and Direct Democracy (SPD) in 2023. Specifically, the content of his website will be compared to the content on the social network Facebook, which serves as a support for his candidacy. The thesis aims to identify differences between the content on these two platforms and to analyse the strategies used in the areas of marketing, public relations, and public opinion. The thesis will also examine whether the presidential candidate uses elements of illiberalism and how he communicates his electoral program.

In the theoretical part, the thesis will focus on digital communication as a "new tool of political communication" and define key concepts and theories related to digital and political communication and marketing. The starting point will be the works of political scientist Chytilék (2012 or 2019), who specializes in political marketing, and the works of Matušková (e.g., 2006), an expert on political and electoral marketing.

In the practical part, the method of analysing rhetorical and visual means will be used to map the use of populism for political purposes in the pre-election period, the issue of "fake news," and strategies of populist rhetoric on Facebook. The theories will be based on the works of Šabatka (2014), Singer (2019), and Kharisová (2022).

The bachelor thesis was created during the presidential election in the Czech Republic in January 2023. Its conclusions are not limited or influenced by the election results.