

Abstract

This thesis focuses on the political communication of selected candidates for the office of the President of the Czech Republic at the end of the pre-election period on the social networks Facebook and Twitter. The selected candidates include Danuše Nerudová, Andrej Babiš and Petr Pavel, who had the highest electoral potential at the end of the election. The thesis aims to describe and analyse their political communication on social networks, with the analysis of personalisation and negative political communication in the posts being the core themes of the thesis. In the theoretical part, personalisation and negative political communication are set in a broader framework of knowledge, based on the development of political communication and its current trends. Based on the results of the thesis, the ways of conducting political communication of selected candidates are further compared in relation to the thematic focus of the analysis. A quantitative content analysis of the selected social networks of the three political candidates was determined for this research, which provides answers to the set research questions and hypotheses.