

ABSTRACT

The following thesis focuses on the phenomenon of social media in the context of political campaigns. The theoretical part of the thesis deals with the growing trend of using social networks for political communication and marketing purposes. A large part of the thesis is devoted to the direct presidential election, which is considered a relatively new phenomenon in the Czech environment, not yet so anchored in the political context. The practical part of the thesis is built with the help of quantitative content analysis, thanks to which it was possible to analyse a large amount of data from social networks and TV debates. This data is central to the resulting answers to the research questions and hypotheses, which concern the comparison of the selected candidates' communication on social networks in the debates. Thus, the aim of this thesis is to provide an analysis that can be used to compare how the communication of the selected political actors on social networks differs from their communication in the official TV debates.