

## **Abstract**

The thesis deals with the negative campaign of Andrej Babiš before the second round of the presidential elections in the Czech Republic in 2023. Specifically, it tries to find an answer to how the negative campaign of Andrej Babiš before the second round of the elections was perceived by the public and, in particular, whether it was one of the reasons for the failure of this candidate. Data obtained through quantitative research, specifically a questionnaire survey, showed that Andrej Babiš's negative campaign was perceived differently depending on voting behaviour in the second round of the elections. Voters of Andrej Babiš perceived his campaign differently than voters of Petr Pavel and respondents who did not participate in the second round. On the contrary, the answers of Petr Pavel's voters and respondents who did not participate in the second round were the same. The research also confirmed that Andrej Babiš's negative campaigning contributed to his failure in the second round of the election.