

Abstract

The master thesis deals with the political communication of Jiří Ovčáček, the spokesman of President Miloš Zeman, on the social network Twitter. It analyses his communication during the two months, before and after the invasion of Ukraine. It focuses on tweets from the official profile @PREZIDENTmluvci (now @exPRESIDENTCR) in the period from 24th January to 23rd March 2023. It compares communication strategies, examines developments and analyses how they create a construction of reality, especially in the context of "We (The Castle)" vs. "They (citizens)". It also examines the relationship between political communication and new media, with an emphasis on social networks. The theoretical part of the thesis provides an overview of political communication in different time periods and in the context of new media. The methodological part includes research questions, objectives, sample selection and methods of analysis. The analytical part of the thesis examines Jiří Ovčáček's communication as a spokesperson during the two months before and after the invasion of Ukraine. The first part analyses his communication before the invasion and the second part examines the first month of the ongoing invasion. These two months are then compared, and the evolution of communication is analysed. The thesis pays special attention to the construction of reality and the emphasis on the division between "We" (the Castle) and "They" (the citizens of the Czech Republic). Overall, this thesis will provide an in-depth look at Jiří Ovčáček's communication strategies and their impact on the public.