

Abstract

This bachelor's thesis deals with the media persona of Alena Schillerová within three categories: populist, technocrat or influencer. In the theoretical part, she analyzes these categories in current literature and outlines the background of the ANO 2011 movement, of which she is a member. It further categorizes the observable phenomena of these categories. The following is an analysis that examines her media outlets on social media Facebook, Instagram, Twitter and other outlets in traditional media. The aim of the work is to answer whether Alena Schillerová is a populist, a technocrat, an influencer, or all together.