

This dissertation examines the transformations of political communication through the lens of the affective turn explaining the interrelationships between the energy of the political leader, the subsequent intersubjective process of emotional energy production among his supporters, ritual and parasocial relations, and the establishing of political fandom. The thesis explores individual phenomena through virtual ethnography, taking the paralinguistic and phatic aspects of communication as the defining features of affective expressions. The analytical part of the thesis explores the Přísaha movement, its leader Robert Šlachta and the movement's Facebook community as representative of this broader phenomenon. In particular, the dissertation highlights the uniqueness of the resulting synergy creating political fandom and the fact that despite strategically managed and inauthentic communication, the resulting emotions of the supporters are authentic, and they experience intense feelings of hope, courage, love or care. The energy of the leader himself is the primary stimulus that draws followers into the movement, and encourages their activity. The emotional energy experienced, which in this case is the unifying substance and the cause of the emergence of interaction rituals in the structure of online social networks, has a strong motivational effect on supporters, who therefore want to relive these micro-situations not only in other moments, but also in other environments. It is thus a specific form of fandom, i.e. political fandom, whose members are different from standard voters and supporters. Therefore, this thesis serves not only as a starting point for further study of political supporters, but also as a call for a more intensive interest in political fandom, which would become a valuable addition to research and a useful tool for understanding contemporary modes of political engagement, not only in the online social networking environment.