

Abstract

This bachelor thesis examines the main reasons for the occurrence of pro-Russian views and beliefs in the Slovak public. To answer the main research question, the author seeks to use a comparative analysis of the Slovak Republic and the Czech Republic, due to their shared history, linguistic and cultural similarities, but different values in relation to the support of pro-Russian and anti-Western views in their publics. The thesis comes up with several hypotheses of possible reasons for the increased prevalence of these views among Slovak citizens, which the thesis tests using a comparative analysis of public opinion and its own content analysis of the output of politicians in the Slovak and Czech Republics. Using the first hypothesis, the author tests the influence of political elites in the Czech Republic and Slovakia on public opinion. Political elites are assigned to the respective category after content analysis of their outputs and after measuring their popularity through the latest election results. By testing hypotheses 2 and 3, the thesis examines how distrust in the media and belief in conspiracy theories, on the one hand, and the collective memory of the citizens of the two countries under study, on the other hand, influence the possible emergence of pro-Russian and anti-Western views in both countries. The results of testing the hypotheses indicate their truth and also the correlation between the hypotheses themselves.