

The thesis deals with negative political campaigning in the elections to the Chamber of Deputies of the Parliament of the Czech Republic and its aim is to find out how the level of negative communication developed in three selected parties and coalitions, including the ANO movement and the coalition SPOLU and Pirates and Mayors. The thesis aims to explain the concept, history and functioning of negative campaigning and then to find out whether the opposition political parties used negative campaigning more often than the coalition parties in these parliamentary elections, and whether after the elections and the subsequent change of government and opposition roles the parties adapted to their new roles and changed their approach to negative campaigning. The main research method is a textual analysis of Facebook posts combined with additional communication channels.

v kombinaci s doplňkovými komunikačními kanály.