Abstract

This diploma thesis explores the influence of generative artificial intelligence (GenAI) on political marketing in the Czech Republic, particularly its potential, risks, and regulation. The research aims to identify the opportunities and threats associated with implementing GenAI in political campaigns, including labour market impacts, ethical and societal aspects, and future developments. The theoretical part focuses on the specifics of artificial intelligence (AI), specific use cases of GenAI in political marketing such as synthetic audio, audiovisual, visual and textual content, and related regulatory mechanisms. The research is based on semi-structured interviews with political marketing specialists, AI experts, and regulatory and legislative institutions representatives. The findings suggest that GenAI can help with textual and visual content creation, brainstorming, media training, personalizing communication, and analyzing data to optimize campaigns. Nevertheless, respondents tend to highlight concerns related to deepfakes, manipulated content and negative campaigns that can sway public opinion in favour of non-democratic actors. GenAI tools can increase productivity by enabling faster, cheaper, and more sophisticated production of larger amount of content, which is a double-edged sword. While GenAI automates tasks in less skilled jobs, more strategic roles should remain with humans for authenticity and emotional perception. Respondents highlight the necessity of labelling GenAI outputs to prevent misleading voters and stress adherence to ethical codes and laws. The AI Act, for instance, can potentially ensure ethical use, but its implementation in the Czech Republic and the form of oversight mechanisms are still in progress.