

Abstract

This bachelor thesis focuses on the phenomenon of the decline of traditional left-wing parties and the rise of populist parties, specifically on the example of the Czech Social Democratic Party (ČSSD) and the ANO 2011 movement. In the theoretical part, key concepts such as populism or the development of social democracies are defined to facilitate the understanding of the research in the empirical part. In the latter, content analysis is used to examine the election campaigns of the two entities ahead of the 2017 and 2021 elections to the Chamber of Deputies, with an emphasis on the communication of economic issues. The aim of the empirical part is to provide insight into the campaigns of both entities and to present how both entities approached economic issues. Furthermore, the empirical part examines whether the subjects communicated the same themes in their campaigns. Given that support for the ČSSD declined in the 2017 and 2021 elections, while support for the ANO 2011 movement grew, the paper also examines the dynamics of communication between the subjects and how they interacted in their campaigns. The analysis showed that while economic issues were important for the ČSSD in the campaign, the ANO movement was not very concerned with their communication and focused on other issues. The dynamics and mutual reactions over the years were different. While before the 2017 elections we observed that the studied entities reacted to each other in the campaigns, before the 2021 elections the reactions almost disappeared.