

## **Abstract**

The diploma thesis deals with the analysis of Peter Pavel's inclination towards individualism or communitarianism during his presidential campaign in the period from 6 September 2022 to 27 January 2023. In the theoretical part, the thesis deals with the bases of individualism and communitarianism, their terminology, conceptualisation and use. On the basis of the studied literature, it then links these terms in, to a certain extent, innovative way to the political spectrum, instead of using other terms with which they are more usually associated. Since it does not find a coherent conceptualization of individualism and communitarianism in the literature, it creates its own conceptualization at the boundary between the theoretical and the practical part of the thesis. This conceptualization and knowledge acquired in the theoretical part is subsequently operationalized and a methodology is created, with the help of which it is possible to determine the inclination of politicians or public figures towards individualism or communitarianism. In the practical part, it then carries out a content analysis of statements made by Petr Pavel in his election program and in debates on the three largest Czech TV stations, i.e. Czech Television, TV Nova and Prima, which he participated in before the first and second round of the presidential elections. Based on the methodology, it categorizes the statements into individual types and performs an evaluation both in total and in the main areas of analysis. The results of this work provide insights into Peter Pavel's inclination towards individualism or communitarianism, as well as the applicability of the individualism-communitarianism political spectrum in the 21st century.