

Abstract

This diploma thesis on the “*Non-Parliamentary Political Parties in Media Communication Process. Communication Behaviour of Non-Parliamentary Parties in the Czech Republic prior to the Parliamentary Elections of 2006*” suggests that political parties wishing to succeed in the dynamically changing media environment today need to present themselves through the reflection of contemporary trends in the development of political communication. Based on the hypothesis that the non-parliamentary (i.e. small) political parties fail to master these principles of media and political communication, which is one (but not the single) reason why they fail to reach spectacular results in elections, this diploma thesis investigates four Czech non-parliamentary political parties participating in the parliamentary elections of 2006. The theoretical part of this diploma thesis introduces the current phenomena of political communication, including the mediatisation and personalisation of politics and the concept of politics as entertainment, with a focus on the examples of professionalization of political communication, political marketing and the importance of public opinion. In the practical part of this diploma thesis, the fundamental definitions are used and the method of semiotic analysis applied to the media contents selected – i.e. the election spots of the investigated political parties and the participation of the parties’ representatives in the discussion programme of Czech Television (*Otázky Václava Moravce*).