Abstract

This bachelor thesis aims to examine political communication with a closer focus on the concept of negativity. Content analysis is subjected to posts on the social media Twitter shared by the leaders of selected Czech political parties in the given period before the elections to the Chamber of Deputies in 2021. The individual tweets are classified into categories, which analyze in more detail whether these tweets are positive or negative. For negative tweets, their content and the target of this negativity is further analyzed. The frequency with which the tweets were shared by individual political leaders in a given period is also monitored. Based on this analysis, the work draws conclusions about how selected political actors in the period under review communicated with the public and, more specifically, how they used the concept of negativity in their political communication.

The structure of this work is divided into theoretical, methodological and analytical part. The theoretical part defines the context of political communication and political marketing, along with new media and the specifics they bring to this communication. Furthermore, the concept of negativity in political communication, its use, division in terms of content and also its effects are defined. Positivity is also described as its counterpart. The methodological part presents the aim of the work together with the research question and also presents hypotheses, the validity of which the work further verifies. This part also includes the introduction of the research method of content analysis and its limits. It also includes a coding book and a description of the operationalization process. In the last, analytical, part of the work, the researched sample is defined and the data are processed using SPSS.