

## Abstract

The bachelor thesis *The use of Facebook to promote the EU on the example of Czech Members of European Parliament* deals with analysis of Facebook public profiles of selected Czech politicians who represent Czech interests in the European Parliament. Given the greater role of social networks in general and the important role of Facebook in political communication, this work focuses on understanding how Czech members of European Parliament use new media to explain the role of the European Union. This research is focused on the time period during the Czech Parliamentary Elections in 2017. During the political campaigns more attention is paid to some political themes, including issues of the functioning of the European Union and the importance of membership in these structures. This present paper argues that the Czech members of European Parliament can use the increased attention in order to present the European Union and to raise awareness on this issue. From the position of experts on questions about the European Union, they can also take advantage for self-presentation during political campaigns.

The theoretical part deals with the definition of political marketing and the use of social networks for political marketing and outlines the current state of presentation of EU topics in the Czech Republic. In the practical part, the research focuses on examining the way of communicating on Facebook public profiles of Czech members of European Parliament during parliamentary elections. The result of the work will be the answer to whether there has been a change in the presentation of the European Union during the last phase of political campaign.