

Annotation

This bachelor thesis is concerned with the election to the Chamber of Deputies of the Czech Republic 2017 focusing on the electioneering of movement ANO and ČSSD. The thesis puts the emphasis to find the distinctions in their election campaigns. For the correct understanding will be explained the contrast between the terms of political movement and political party which are significant for the aims of this work. There is also dealt with the theoretical aspects of political marketing. For the establishing the outcomes is necessary to apply the concept which was chosen for gaining the requested aims. The concept of Dariusz Skrzypiński includes four strategies which are contained in the electioneering. The context of pre-election situation is spanned for better understanding the entire coherence. Subsequent application of the concept leads to respond the questions of research. The analysis is accomplished in four strategies with the regard to modification of strategy of communication in accordance with nowadays. As an inference are the observed distinctions of both subject of this thesis.