

Abstract

The bachelor's thesis "Case study: Analysis of Pavel Bělobrádek's Facebook communication through social media logic" focuses on the influence of social media on political communication. Concept of social media logics is used to evaluate this relationship. It derives from the traditional media logic and describes different processes, principles and practices that are characteristic for social media, which are fundamentally different from those traditional mass media. In the theoretical part, we firstly describe the evolution of political communication to put the current situation into a historical context. Afterwards, the concept of social media logic is introduced and is followed by the chapter which shows the then political situation. Methodological part generally describes the content analysis method which is later used in practice. Moreover, it defines research questions and sub-questions, describes and give reasons for choosing the particular sample. The key part of the thesis is the research which enables us to answer the research questions. The objective of the thesis is to find out, whether Facebook communication of Pavel Bělobrádek in January and July 2017 followed the social media logic. Secondary objective is to compare the differences between regular political life and campaign period.