

Abstrakt

In the first part of the thesis, I will generally introduce marketing to the meaning of US candidates or their electoral teams in the US presidential election in 2016, describe the negative campaign in political marketing, and explain how important part of the US presidential election was Twitter. The second part of the thesis aims to analyze the campaign of the Republican Party candidate in more detail. On a sample of 1458 twitter posts, I will examine whether and how Donald Trump used a negative campaign against his rival candidate Hillary Clinton and also to assess the extent to which his false claims had changed over his campaign in three specific topics. The thesis examines the period from the nomination congress on 18 July 2016 to 8 November 2016, when the US presidential elections were held. At the end of my work, I will try to answer the research questions.