

Abstrakt

This diploma thesis analyzes some of the most successful movements in the Czech Republic - ANO and Svoboda a přímá demokracie Tomio Okamury through the content analysis and the theory of populism by Cas Mudd. The aim of the thesis is to determine to what extent both movements are populist in view of the theory mentioned above and how their populism is different. The thesis is divided into two main parts. The first one - the theoretical part is devoted to the concept of populism. In this part three most distinctive streams of populism research are presented: 1) populism as a political (communication) style 2) populism as a strategy and 3) populism as an ideology. The second one – the analytical part includes a methodology in which the criteria for determining what populism is by using the populist core features defined by Francisco Panniza and Cas Mudd are defined. Subsequently, I analyze the content analysis of programming and media representation involving the Facebook social network of both political entities. The results of the analysis are that ANO and SPD – Tomio Okamury fulfill the criteria of all three core features in their media presentations and therefore can be described as populist. There are all three core features appearing in the programs of both movements, what is more SPD is more radical in its populist statements.