

The bachelor's thesis concentrates on defining colour influence on the political parties' campaign for 2006 general election in the Czech Republic. We considered only five major parties - The Czech Social Democratic Party, The Christian and Democratic Union, Czechoslovak People's Party, The Communist Party of Bohemia and Moravia, The Civic Democratic Party and The Green Party.

The opening part of this thesis deals with the history of colour context, colour associations and psychic influence on man.

In the theoretical part it is suggested which marketing tools does the political communication use and then the thesis has a detailed look on advertisement with a handsight of colour. The main stress is put on the political poster, important part of the political mass communication. We also studied the web presentations, which has become part of the campaigns and have more and more influence on the voters. The last chapter deals with the political spectrum and steady colour associations.

Colour can be very influential means of communication. which is easy to remember. It also has other benefits, as it has psychological influence on a person, thanks to our own experience with the colour. These experiences have often common features. which make the communication easier.

The political parties discussed chose their colour for election campaign on different basis. The thesis suggest the possible reasons for their choice.