

## **Abstract**

The topic of the bachelor thesis *Theory of hoax and its examples in the Czech presidential election 2018* is the theoretical definition of the term hoax and its practical analysis in connection with the election of the president of the Czech Republic in 2018.

The theoretical part first deals with the very concept of hoax - its definition and origin. The chapter *History of the hoax* is divided into two subchapters. The first one is related to the world history of hoax – it describes six hoaxes from different historical periods in detail. The second subchapter deals with one of the oldest misinformation that appeared in connection with Czech history.

In the chapter *Phenomena related to hoaxes*, the work deals with concepts that are closely related to hoaxes - *Propaganda* and *Conspiracy Theories*.

In chapters *Development of hoaxes with the development of the Internet* and *The most common types of hoaxes*, the work focuses on hoaxes shared via the Internet. The chapter *The most common types of hoaxes* divides and describes the most known forms of hoax, which are created and shared in digital media.

Very important part of the theory is the last chapter *How to recognize a hoax*. This is a list of characteristics that are typical for hoaxes. They are described by experts who monitor hoaxes and disinformation, but also they have been found during individual work and analysis.

The practical part briefly describes the conduct of the presidential election in January 2018. The main part focuses on hoaxes and fictional reports, which appeared mainly in fourteen days between the first and second rounds of elections, but also during the presidential campaign.

Hoaxes about Miloš Zeman, Jiří Drahoš and Michal Horáček are analyzed. They were shared in three ways - by e-mail communication, via social networks (Facebook, Twitter), and especially via Internet media, which are known as disinformation ones.

The main aim of this bachelor thesis will be to answer the following questions:

1. How large was the impact of the hoaxes and could they somehow influence the opinion of voters?
2. How did the presidential candidates themselves and people near them react to the hoaxes?
3. Are fake news websites on which some of the hoaxes appeared in terms of their form and content rightfully called fake news websites?