

Annotation

The diploma thesis "Social networks as a communication channel of selected political parties before the elections to the European Parliament in 2019" deals with political communication on the social network Facebook and Twitter. The aim of this thesis is to find out how selected political parties communicate on social networks in the election campaign, what type of form and content they used the most. The work also focuses on differences between communication on both networks. The theoretical part focuses on explaining the concept of political communication and political marketing, defines social networks and their types. The next sections are devoted to a brief description of selected networks and political subjects and describe the connection between the political space and the tools of social networks. The analytical part is based on a quantitative and qualitative content analysis in four weeks before the elections to the European Parliament in 2019. The gained data are supplemented by information from semi-structured interviews. The thesis evaluates the strategy of using social networks with the aid of established research questions and hypotheses.