

## **Abstract**

The diploma thesis is devoted to the analysis of the political communication of Czech populist politicians in the context of the elections to the Chamber of Deputies in October 2021. It aims to map the communication activity of selected political representatives and to compare how these politicians use social networks for their political communication, what influence the proximity of the elections has on the activity and narrative of their communication strategy, what topics they focus on the most in their posts and to what extent they use attributes of populism and personalization. The theoretical part focuses on the definition and genesis of the term populism with a special emphasis on the perception of populism as a communication style. Afterward, the thesis pursues the issue of political communication in the context of the emergence and spread of the Internet and social media, in particular how political leaders take advantage of this transformation of the communication environment in their political strategy. The analytical part of the thesis then examines the communication activity of three selected populist politicians (Andrej Babiš, Tomio Okamura, Robert Šlachta) on Facebook in the pre-election period, the post-election period and the period of ordinary political struggle, for a total of six weeks. The collected data are then analyzed and interpreted in relation to the existing research.