

## **Abstract**

The thesis "Analysis of the political style of Czech politicians on social networks" focuses on the characteristics of the political style of the four leaders of Czech political parties or movements. In the political environment, the traditional ideological orientation of political parties is weakening and it is important to focus more on the self-presentation and stylization of individual politicians. Thanks to the media, people are in daily contact with politics, or political styles, because this is the best way to connect people and politics. The theoretical framework of the thesis consists of three components of political style – social, ideological and rhetorical. The social component, which focuses on the interaction of politicians with people, is the main focus. The aims of the thesis include the characteristics of the political styles of individual politicians with a detailed representation of the social, ideological and rhetorical components. Furthermore, the focus is on the typical features of the political style of individual politicians and the overall characterization of the Czech political environment from the perspective of the political style. The analysis took the form of quantitative and qualitative content analysis of facebook statuses. It found that politicians combine all three components of the political style in different ways. In general, the most distinctive is the social component, in which politicians differ the most in the degree of dramatization of facebook statuses. Overall, the most distinctive of the ideological component is populism, and within the rhetorical component, emotions are generally used most frequently in statuses.