

Abstract (in English):

This diploma thesis is concerned with the relationship between new media and politics. To explore this link, two theoretical streams are employed – postmarxism with its theory of hegemony on one hand and affect theory with its new media studies branch on the other. Interaction of theoretical apparatuses from both of the streams is introduced through empirical case study, which traces discussions about racism in the sphere of Czech football from 2021. The thesis describes particularities of forming political relations in the environment of new media and suggests various directions for research of how new media influence broader hegemonic formations. These two movements aim to bridge a variety of theoretical gaps in between the fields of new media studies and political theory.