

## **Abstract**

The aim of this thesis was to analyze populism in the context of transformations of Czech party politics and to find out to what extent populism is used in the process of political communication by Czech political parties and movements in their election programs. The subject of our research were those political entities that fulfilled the 5% condition of the electoral clause in the elections. Specifically, the answer to the question of how much populism is used in general was investigated, and a comparison of the levels in the four analyzed periods, namely in 2010, 2013, 2017 and 2021. Furthermore, it was determined whether this type of political communication is used only by populist actors, or it is also resorted to by political entities that are not generally considered to be populist. Electoral programs were examined using the method of computer-based content analysis, based on an a priori dictionary operationalizing populism into three dimensions: anti-elitism, people-centrism, and the Manichean dualistic view. The results of the analysis indicate the most widespread use of this type of communication during the early elections in 2013, since then the values have slightly decreased. All parties and movements use populism in their communication, significant differences in the frequency of their use were found. In some cases, the measured values were very low, for example with ODS or KDU-ČSL. On the contrary, Veci verejne, Úsvit and SPD proved to be the most populist. Among the three dimensions, the most frequent use of the dimension of anti-elitist rhetoric was demonstrated, but the year 2017 meant the most frequent use of rhetoric aimed at the oppressed people, the will of the people, or the promotion of direct decision-making by citizens through referendums. Despite the lowest values of populism in the last elections to the PS PČR, this does not mean the defeat of populism in Czech party politics and in the future, because in the case of crisis periods, this phenomenon may re-expand in the political field.