

Abstract

This master's thesis explores the involvement of influencers in the Czech presidential campaigns of 2023 from the perspective of political communication. It analyzes the phenomenon of influencers' engagement in political campaigns through shared content on social media platforms. The theoretical part of the thesis examines the current issues surrounding social media and its successful creators, influencers, who have the ability to influence the opinions and attitudes of their followers. The thesis relies on the concept of the celebritization of politics, which explores the process by which politicians adopt communication strategies and elements associated with celebrities and the entertainment industry to gain greater public attention. However, a part of the celebrity culture theory also involves celebrities entering politics, which will be thoroughly examined in the theoretical section. The research is conducted using two quantitative methods: content analysis and questionnaire survey. By employing these research methods, the research questions will be answered, which investigate the most common forms and methods of involving influencers in political campaigns during elections. The research will clarify the role of influencers in contemporary political communication and their level of ability to influence the political preferences of voters.