

Abstract

This diploma thesis aims to research strategic communication on the social media platform Instagram during Danuše Nerudová's campaign in the European Parliament elections, which took place on 7 and 8 June 2024. It examines what communication strategies Danuše Nerudová used during three defined time periods at the beginning, middle and end of her campaign, as well as the elements of strategic communication that appeal to the young generation of voters and the extent to which Nerudová used these elements in her communication.

The theoretical part of the thesis describes the context of the European Parliament elections, which are classified as second-order elections and thus record low voter turnout. Thanks to theoretical research, it also presents the electoral behavior of the youngest generation of voters aged 18-24, whose non-participation in institutional politics is a potential threat to democracy. Furthermore, this part focuses on strategic and political communication and marketing, especially within social media, led by Instagram. Subsequently, specific methods of addressing the young generation of voters are described. The work focuses on Danuše Nerudová, a significant figure on the Czech political scene and the leader of the candidate list of the Mayors and Independents movement in the 2024 EP elections. The analytical part of the work defines the research sample of data, which is subjected to content analysis and whose subsequent interpretation corresponds to the presented research questions and verifies the validity of the hypotheses. The work presents findings on what communication strategies Danuše Nerudová chose throughout her campaign and whether, and to what extent, she used such elements of strategic communication that were identified as significant in addressing young voters based on available theory.

Key words:

European Parliament elections, Danuše Nerudová, elections, second-order elections, Czech Republic, political branding, communication strategy, strategic communication, political communication, young voters, Instagram, personalization

Title / Název práce:

Strategic communication of reaching out to young voters by Danuše Nerudová in the 2024 European Parliament elections