

Since the overall topic of my diploma thesis is political communication, I focused my attention on Czech parliamentary political parties and their internal communication as well as their public communication strategies.

To limit the scope of my research to a reasonable size, I selected year 2004 because three elections were held that year: European Parliament elections, Senate elections, and local authority elections. The exact topic of this thesis is "Analysis of the Means of Communication and Self-Presentation of Czech Parliamentary Parties in 2004, Before and After the Czech Republic Joined the European Union".

There are three basic components of my thesis: the theoretical part exploring the notion of political communication, the descriptive part dealing with the political system of the Czech Republic in the given year, and finally the analysis of the communication methods of the selected parties.

My research was carried out in several phases. I studied thoroughly my subject and formulated definitions and drew graphs to capture the notion of political communication. I defined it as acts carried out by political actors, both inside and outside of the political organization.