

## **Abstract**

The purpose of this bachelor thesis is to describe and examine the validity of the two-step flow of communication; discovered by Paul Felix Lazarsfeld and his team whilst working on an election study: The People's Choice in 1944, USA. The strength of this theory is examined in relation with the case of the campaign for Senate election in the Czech Republic in 2012. The view on the two-step flow of communication is changing with the correlation of the development of the general media influence. Besides the two-step flow of communication other communication theories related to this one are described. Afterwards two campaigns of the political parties are analysed – Civil Democratic Party and TOP 09. The focus is on the candidates, the main message of the campaign and especially the forms of the campaigns which were prevailing. As my research has shown, the predominant form of the campaign was a contact campaign which does not confirm the presence of the two-step flow of communication because there is a direct contact with people which is the most important factor for the candidates.