

## **Abstract**

The bachelor's thesis "Presidential elections in the Czech Republic 2013 in the light of theory of communication" is focused on the theory of Czech political scientist K. W. Deutsch. This theory is based on the classic publication *Nerves of Government*. The thesis deals with the Czech presidential elections in 2013 and analysis of the communication channels of the candidates in the light of specific features of the Deutsch's communication theory. Its goal is to define the most accurate communication channels for usage in political campaigns according to K. W. Deutsch's theory.