

# Abstract

This Bachelor thesis concerns the possibilities of social networks for political communication. It describes the characteristics of professionalized communication via social networks, including the principles which should be respected in order to merge with their philosophy. Political communication is framed into this context, while its development and a motivation for entering the cyberspace are described. Synthesis of these two parts leads to revealing of a potential, which social networks symbolize for political communication. The major concern of the ensuing part is the analysis of Czech senators as they perform on Facebook and Twitter. Their official accounts are examined and, based on the rate of distinctive features quintessential for correctly grasped political communication within the social networks, senators' accounts are assessed whether they are in accordance with the set principles or not. This analysis is complemented by a survey, which was conducted with the Czech senators. Results of this survey show to what extent the Czech senators are comfortable with the defined principles. By interconnecting of researched academic sources, conducted analysis and undertaken survey, the conclusion is stated. That conclusion says if the potential, seen by the erudite academics, is reached by some of the Czech senators.