

Abstract

This thesis focuses on the usage of negative campaigns in political marketing during presidential election in Slovakia in 2014. It provides information from theoretical background of this specific style of communication followed by its application to contemporary public events.

In theoretical part descriptive analysis method is used. In practical is applied comparative method is applied. Two subjects under same conditions are compared and according to set criteria, which in this case are tools of marketing communication with emphasis on negative campaigns. At the end using synthesis I summarize and evaluate the thesis according to the objectives set in the introduction.

The aim of this thesis is to analyze the communication of presidential candidates Robert Fico and Andrej Kiska during election campaign in Slovakia in 2014. I compare their positioning and exploitation of communication tools during campaign. The main emphasis is given on the comparison of video communication and their activities on social media sites.

The asset of this thesis rests in analysis of negative campaigns that are important issue in current development of political marketing and it also provides an overview of the usage of communication tools by presidential candidates.