

## Abstract

In this thesis we will focus on the concept of the influence of mass media and the Internet on human society, due to the development of the media from the first half of the twentieth century to the present time. The aim of the thesis is to use this research method to introduce options, which media dispose in order to influence the public opinion, spread an ideology, construct a distorted reality and enforce specific interests through effective media and marketing communication. The thesis therefore works also with a concept of *interpellation* as it was understood by Louis Althusser, thus in a manner of interpellative action through which information produced by an ideology can penetrate individuals' consciousness. The thesis illustrates these aspects of media and marketing communication on a campaign from the political marketing field, specifically Karel Schwarzenberg's presidential campaign from 2013. For these purposes, the work traces the development of critical theories of media and theories of communication structures in the concept of the Frankfurt School's thinkers, William John Thomas Mitchell, Vilém Flusser and George P. Landow. The selection of concepts and ideas from these sources is derived from attempts to analyze political communication as applied in the context of political campaigns. The analysis is not extensive, since its objective is to develop a conceptual apparatus suitable for deeper exploration of political campaigns, for which the limited extent of the diploma thesis is not sufficient. Therefore the aim of the work is to use the selected method to create a set of aspects, which one need to concentrate on for analyzing political campaigns, but also for analyzing the political communication in general.