

## **Abstract**

This thesis is dedicated to political campaigns in Central Bohemian Region and Liberec Region during regional elections what took place 7th and 8th of October 2016. Both of these regions were chosen as a sample which represents both nationwide parties but also local parties. The author processed vast amount of data, what was lately analyzed and compared. For the research was used content analysis, which enables to code clearly the entering data. Among the examined data were the election formations' election programs, candidate lists (respectively, the amount of local candidates within those candidate lists), election formations' propagation on the social medium Facebook, and a usage of a printed media during the campaign (respectively, how successful was the campaign communication and how different election formations used advertising). This diploma thesis is primarily based on second-order elections. Based on relevant literature were identified several contact points within the campaigns characteristic for this kind of elections. Thanks to a number of research questions, this diploma thesis answers the main aim, which is, if those election formations approached those elections as the second-order elections.