

Abstract

The bachelor thesis is focused on Matěj Hollan's and Dominik Feri's personal branding on the social network Facebook. The thesis was divided into three main parts - theoretical, methodological and practical. In the theoretical framework, concepts necessary to understand the issue are introduced. The methodological part presents the research model with its advantages and disadvantages and finally, the practical part examines the communication of both subjects on the mentioned social network in October 2016. This thesis aims to discover if Facebook profiles of the two mentioned politicians show elements of personal branding. If this hypothesis is confirmed, the secondary aim of the thesis is to find out how their personal branding is reflected and what is the difference between them. The qualitative research methodology was selected for the research, specifically the descriptive analysis and the semi-structured interview.