

Annotation

The diploma thesis is dealing with the analysis of the use of social networks by two Canadian political parties and their leaders during the Canadian federal election 2015. The thesis refers to the theory of political communication, election campaigns and political marketing as the theoretical basis. It approaches the concept of Web 2.0 and identifies two major social media functions in political communication, dissemination of information and engagement. Use of social media and the representation of these features is further analyzed by quantitative content analysis on social networks Facebook, Twitter and Youtube. The thesis builds on the past and present social networking research and can serve as a basis for further research into the use of social networks in political communication.