

Annotation (Abstrakt)

The bachelor thesis is focused on the studying of the influence of political leadership on communication of six political actors during the period of the main electoral campaign. These politicians, who stood for the election to the Chamber of Deputies of the Parliament of the Czech Republic in 2017, were selected on the basis of their election results. The aim of the thesis was to answer the research questions whether these candidates showed elements of leadership and if so what, and then deduce the influence of political leadership on the election. The thesis is divided into three parts. The theoretical part provides the basis for understanding the subject. The following methodological part introduces the applied research methods. The last practical part launches by the characteristics of the studied subjects to bring the reader into the context, since the part that focuses on the research and description of the communication of these political actors is limited in time. Research is conceived as a case study that ranks among qualitative methods.