

## **Annotation**

The main goal of this master thesis is to analyse the election campaign of the Czech Pirate Party in the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2017. Even though the Pirate Party have participated in several elections since 2009, the election in 2017 brought the greatest electoral success. Nowadays, the external experts from various fields participate in the pre-election campaigns of the parties. Such cooperation usually lasts only during the pre-election campaign and it ends after the elections. These experts create campaign strategies and plans, train party leaders in communication, provide brand analyses, etc. The primary objective of this thesis is to analyse how the campaign of the Czech Pirate Party was conducted in 2017, whether they collaborated with external experts and what elements they had in their campaign.