

Abstract (in English):

[The thesis is focused on communications of the Czech and Slovak parliamentary political parties via Internet based social network Facebook. Thesis' primary research goal is to provide the comparative analysis of the selected political parties' approaches towards their communication activities on Facebook platform during the selected periods of time in 2015. Moreover, the portfolio of the qualitative and quantitative indicators was defined in order to evaluate the ways of communication of the selected political parties in detail. Following the complex portfolio of the indicators, the thesis brings the definition of the communication trends and identifies the main communication differences between the Czech and Slovak political parties on Facebook too. Trends analysis is based on national and transnational perspective. Secondary, the thesis describes the theoretical definition framework and the development of the digital communication discipline in general, while focusing on its reflection in modern political communication area at the same time.]