

Abstract

This thesis deals with persuasive means of the online marketing communication of Czech political parties TOP 09 and Freedom and Direct Democracy - Tomio Okamura (SPD) on Facebook. The core of this study is the analysis of selected Facebook posts of the two political subjects and their subsequent comparison. The objective of the research is to find out what persuasive means these political parties use and whether their communications have something in common in terms of persuasive means or not. In order to meet the set objective, a qualitative method with a combination of pragmalinguistic and content analysis elements was chosen to achieve the most accurate analysis. Therefore, a set of variables, which describe the manifestations of persuasion in political communication texts, has been created. This study focuses on a set of selected posts from the official Facebook profiles of the given political parties from September and October 2018 before the elections to the municipal councils and senate, held on October 5-6, 2018. The elections campaign period was chosen for its character of increased persuasive appeal in communication of political subjects.