

## **Abstract**

This thesis aims to provide analysis of chain emails during the second direct presidential election in the Czech Republic. The main goal of this work is to set out a semiotic analysis in order to provide detailed research of emails related to both candidates Miloš Zeman and Jiří Drahoš. The chain emails usually using a specific linguistic terms and persuasive procedures. Therefore, the attention will be paid mainly to linguistic and persuasive procedures which are identified. In order to examine the phenomenon the theoretical framework will be based on several key words and terms such as: chain emails, disinformation, hoax, semiotics, etc. Aforementioned, this work is aiming to provide a detailed overview of chain mails. In order to address the topic, I will approach the political background within the media context to present solid foundational analysis, which will conduct disinformation topics.