

## **Abstract**

The phenomenon of political marketing entered – together with democratic political competition – the Czech Republic after 1989. Together with parliamentary elections in 2006 a strong negative election campaigns appeared. The parliamentary elections in 2007 proved a stalemate and they launched a long period of political instability. An unusually sharp and mostly negative election campaign proceeded in the Czech Republic continuously during the years 2006 – 2010. For the first time foreign advisory firms prepared strategies for the biggest political parties – ČSSD and ODS. The election campaigns were characteristic not only of mass enter of negativism imported by the foreign consultants, but also of a great number of anonymous mocking and defamatory political advertisements, the customer and the payer of which was unknown and unable to find. The negative campaigns then introduced both the question of ethical limits in the election marketing and of the harmful influence of opaqueness in contracting and financing the campaigns.

The thesis is dealing with regularities of political marketing which got control of Czech political scene in 2006 – 2010, and it formulates hypotheses about the possible effects of negative, defamatory and mocking political campaigns on the environment of Czech public politics.