

## **Abstract**

The diploma thesis “Negative political campaign on example of the Czech parliamentary election 2010” describes the concept of negative political campaign in both historical and theoretical context and afterwards it presents the concept in the Czech milieu on the example of Czech parliamentary election 2010. On the basis of primary literature is negative campaign defined and after that early examples in the United States of America and in Great Britain are described. Described are also reasons for its using, tactical functions, used techniques, the risks consequent upon its using as well as the academic studies, which are examining it. In the second part the context of development of negative campaign as well as the history of its using in Czech Republic are described and after that is negative campaign presented in details within the concrete case study of Czech parliamentary election 2010.