

Abstract

The thesis *ČSSD.CZ. Content changes of political party medium in relation to the elections in 2010* deals with the theoretical concept of political communication and its relationship to the public sphere and media communications. The political communication is analyzed in the context of the development of new information and communication technologies (ICT's) and offers a comprehensive view of the evolution of political communication on the internet. Emphasis is placed on negativity as one of the key aspects of modern political communication.

Specifics of political campaigns on the internet are analyzed on the home page of Czech social democratic party www.cssd.cz. CSSD is one of the most important czech political parties so they answer to the importance of the internet by innovating its website and they run two pre-election campaigns in 2010 there. Between these campaigns an important change in the party leadership took place, Jiri Paroubek was replaced by Bohuslav Sobotka.

The work also contains quantitative content analysis of website www.cssd.cz in individual pre-election periods, and evaluates content changes of the main party medium through which the Czech social democratic party speaks to the audience on the internet.