

Abstract

The thesis “Národní listy and the influence of its political campaign on political communication in the late 19th century” deals with the influence of the Národní listy daily journal and its political campaign on the political communication of mladočeská political party in the turn of eighties and nineties of the 19th century. In this period the political competition of mladočeská political party with staročeská political party culminated. The most important moments of this time were represented by the Czech assembly election in 1889 and the empire parliament election in 1891. The aim of this thesis is description of this political campaign and of editorial activities and business situation of the Národní listy daily journal in that period which is characterized by strong struggle of those two political parties, crowned by the election success of mladočeská political party in 1891. Moreover, the thesis studies the growth of the negative political campaign of the Národní listy daily journal, its contribution to the change of political elites or what was the political rhetoric of the Národní listy daily journal.