

Abstract

This thesis deals with humour on Facebook, I examine the themes and practices of humorous posts that are related to the direct election of the President of the Czech Republic, in particular to the two candidates who got into the second round of presidential elections, Karel Schwarzenberg and Miloš Zeman.

In the theoretical part I introduce humour from a theoretical point of view. I identify three central theories, types of jokes and function of laugh. In subsequent chapters I define the basic assumptions that lead to the involvement of fans in the creation of online posts, which can circulate through social networks. I present new tools in online political marketing and summarize the basic topics of the official campaigns of both candidates.

In the practical part I analyze, using the grounded theory, how and why Facebook users worked with humour in posts which respond to the presidential election. The material which was searched, can be described as illustrated jokes, photos with or without text, collages, comics or cartoons from official and unofficial Facebook pages of both candidates.

The research showed that humour had primarily negative role during the campaign. Humour was a tool to defame and ridicule the candidate, jokes showed his shortcomings. It also warned voters what could happen in the Czech Republic after the election. Facebook proved to be a very negative space where emotions play an important role, especially negative ones such as fear, distrust and malice .