

**ABSTRACT:**

This diploma thesis is focusing on analyzing a possible influence of new media on politics with an emphasis on the three most popular social networks as Facebook, Twitter and YouTube. The main methods used in this thesis are analysis and subsequent comparison of acquired facts. This thesis has two subtopics. Firstly, it is the action and the access of Czech and world politicians on the social networks. Secondly, it analyses the events of the Arab Spring in the years 2010 and 2011. This thesis is based both on professional literature of Czech and foreign authors, that follows up mass media, mass communication and new media, as well as on studies analyzing social networks as Facebook, Twitter and YouTube, on Czech and foreign newspapers, TV broadcasts and post electoral studies.