

**ABSTRACT**

This thesis is mapping the evolution of communication of the ANO 2011 movement in period from its formation until parliamentary elections in year 2013. The thesis is divided into two main parts – theoretical and practical. In the theoretical part, there is summarization of the creation and evolution of political communication as an individual discipline. Practical part focuses on communication of the movement at the time of creation, time of Senate elections 2012, and compares it with communication of movement in parliamentary elections 2013. The observed units were election programs, media appearances, as well as overall processes of campaigns.

The main goal of this thesis is to show the evolution of the political communication at the Czech political scene on the example of the new political movement ANO 2011, on which we can observe its fast evolution and dynamics of the discipline, as well as wide variety of techniques used in political marketing.