

Abstract

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This master thesis analyses two levels of political communication and political marketing in the context of the European Union. The thesis gradually analyses main principles of political marketing, then analyses political movement ANO 2011 and then analyses its counterpart which is Alliance of liberals and democrats for Europe. The thesis is created under the pretext of two major theoretical political marketing and communication models. Those are the so-called “Plasser” model and Jennifer Lees-Marshment model. They analyse the situation from two viewpoints: Plasser analyses the historical development of political communication while Lees-Marshment looks to the differing aspects of contemporary parties. It is based on the principles of comparative analysis. It asks a question if the “europarties” are on the same level of development like the national counterparts while the hypothesis is that it is lagging behind.