

Abstract

The diploma thesis deals with the professionalization of election campaigns before the parliamentary elections in 2013. The work analysed six electoral campaigns, namely ANO, ODS, TOP 09, KDU-ČSL, KSČM and Úsvit. The aim of the thesis is to analyse and then to compare the degree of professionalization with the mentioned political parties and to verify several claims related to the concept of professionalization. For example, claiming that an expensive campaign means a professionalized campaign. Furthermore, the claim that a professionalized campaign means successful campaigning and election success.