

Annotation

The thesis deals with the election campaign in the elections to the National Assembly, namely the campaign of the Communist Party of Czechoslovakia. In this example, we can clearly see how strongly campaign can impress and what influence the voter's final decision has.

After the World War II, the position of the Communist Party was determined by its attitude towards the Munich events in 1938 and its activities during the Second World War – the Communist Party was undeniably a significant part of the Czechoslovak resistance and by the post-war political system. Compared to the other parties allowed after the Second World War, it had the potential to become the main political force in the country. It was through this effective propaganda that it could use this position and lead the party to victory in the elections in 1946. The art of promoting communist ideology as an ideal choice for most Czechoslovak citizens is a key reason for the success of this party.

The elections in 1946 were the first after World War II, and therefore a key to the country's further direction. The Communists were well aware of this importance, and it was reflected in their thorough preparation. The other parties were also aware of this importance of these elections, but their campaign was weak compared to the CPC. The CPC is therefore an ideal example of how propaganda and campaigning are an integral and essential part of the electoral struggle.