

# Posudek vedoucího diplomové práce

Studijní program: **Mezinárodní ekonomické vztahy**

Studijní obor: **Mezinárodní obchod**

Akademický rok: **2017/2018**

Název práce: **Komunikační strategie jako součást politického marketingu Silvia Berlusconiho**

Řešitel: **Bc. Nicoll Marucciová**

Vedoucí práce: **Ing. Květa Olšanová, Ph.D.**

|    | Hlediska                            | Stupeň hodnocení |
|----|-------------------------------------|------------------|
| 1. | Stupeň splnění cíle práce           | <b>1</b>         |
| 2. | Logická stavba práce                | <b>2</b>         |
| 3. | Práce s literaturou, citace         | <b>1</b>         |
| 4. | Adekvátnost použitých metod         | <b>2</b>         |
| 5. | Hloubka analýzy ve vztahu k tématu  | <b>2</b>         |
| 6. | Vlastní přístup k řešení            | <b>2</b>         |
| 7. | Formální úprava práce               | <b>2</b>         |
| 8. | Jazyková a stylistická úprava práce | <b>2</b>         |

## Konkrétní připomínky a dotazy k práci:

The objective of the thesis is to investigate what are the main success factors of Berlusconi's political communication within the scope of political marketing. To fulfil given objective the author uses the first two chapters to explore theoretical background of the political marketing, its tools, branding in politics and specifics of the political language. The core of the paper in terms of fulfilling its objectives is chapter four where communication strategy of Berlusconi is analysed through searching answers to two research questions in the literature.

The topic is demanding on theoretical knowledge and the literature. The sources used by the author are of high quality. The theoretical part, however, does not explore the political marketing in-depth enough to allow the author to fully apply it to the findings which are from the marketing perspective too descriptive. Models are reprinted from the literature without adaptation, explanation and proper use/discussion. Deeper understanding of the models and confrontation of different authors' views would lead to better construction and presentation of the results, bring added value to the explored topic and structured fulfilment of the theses objectives.

Questions for defence: Summarise reasons for Berlusconi's success in 1994 elections from the social, political and media perspective and apply the same structure to Trump's 2016 win. Highlight the most important parallels/differences. Explain key differences between electoral choice and consumer conventional purchase (see for example A. Lock, P. Harris: "Political Marketing – vive la difference" in European Journal of Marketing, 10-11/1996).

Grade suggestion 1-2, the final grade will be decided upon presenting answers to the above questions during the defence.

**Závěr:** Diplomovou práci **doporučuji k obhajobě.**

Navrhovaná výsledná klasifikace práce: **2**

Datum: 20. 12. 2017

**Ing. Květa Olšanová, Ph.D.**  
vedoucí práce