Annotation

This bachelor thesis deals with a comparative analysis of two European movements, the French movement La République En Marche and the Czech movement ANO 2011, which in 2017 won the elections to the upper chambers of parliaments. Both entities present themselves as pro-European, centrist movements that seek the favor of all citizens regardless of their ideological beliefs. The work will deal with similarities and differences in movements in terms of their emergence and subsequent development, party organization structure, program for elections in 2017 and marketing during campaigns along with funding and the role of founders within movements. On the basis of obtained information, a comparative analysis will be carried out. During the analysis, it is important to take into account the legislative and political systems in both countries, which can have a major impact on the behavior and structure of movements. The conclusion of the thesis then offers a final analysis of individual researches that either confirm or refute the thesis-hypothesis.