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Abstract

The bachelor thesis deals with the analysis of the results of the parliamentary elections in the district of Kežmarok, focusing on the municipalities of Lendak and Vlkovce. The aim is to identify the factors that differentiate these municipalities from other municipalities in the Kežmarok district in the context of electoral behaviour. This is due to the fact that in Lendak and Vlkovce during the period 1994 - 2023 the parties Movement for a Democratic Slovakia (HZDS) and SMER - Social Democracy (SMER - SD) never won the parliamentary elections, which distinguishes them from the rest of the municipalities in the district. The specific research question that is asked is: 'Why do the inhabitants of the municipalities of Lendak and Vlkovce vote differently from the rest of the Kežmarok district?'

The theoretical anchoring of the thesis deals with the concept of the power of a political leader, its influence and the importance of charismatic leadership, drawing on authors such as Oskar Krejci and Max Weber. Further, the thesis examines the influence of social groups on citizens' voting decisions, with an emphasis on the ability of social groups to influence the voting preferences of other groups, which is thematized in the work of Paul Lazarsfeld.

The methodology of the thesis includes a quantitative analysis of the electoral results of parliamentary and local elections since 1990, as well as the 1960 National Assembly elections. This was followed by a qualitative analysis, that is, interviews with residents of both municipalities. There are several reasons why the inhabitants of Lendak and Vlkovce vote differently from the rest of the Kežmarok district for several generations. These include bad historical experiences during the communist regime, when their faith, which is very important for both villages, was forbidden to them. The closed nature of the villages as social groups that also influence individuals in political life is a key factor and also one of the reasons. In the case of Lendak, the mayor played an important role as a political leader who was an active member of the Christian Democratic Movement. This has strong support in the villages because of the faith theme, regional recognition and financial support.

People's political preferences change, but Lendak and Vlkovce are generations stable in their political behaviour, which is the main theme of this thesis.