

Diploma thesis „The British National Party within European context” deals with motives, progress and results of process of modernization of the British National Party in political system of Great Britain in recent years. The thesis focuses primarily on party’s development from her foundation in 1980s to the first decade of the 21st century and relates it to social-political changes taking place in the mentioned period. Diploma thesis is divided into four parts, whereas the first one introduces the historical perspective of radical right in Britain and describes persisting and constant ideology of anti-semitism, conspiracy theories and economic nationalism as it Diplomová práce Britská národní strana v evropském kontextu periodically appeared on the scene throughout the 20th century. The second part is devoted to personal roots and growth of the British National Party during 1980s and 1990s. The most important section in terms of the scope of the thesis is the third part that focuses on initiation of the process of professionalization and modernization of the party itself and explores in detail first election achievements on local and European levels. Much attention is also paid to the description of potential target groups, tools of political marketing and measures taken. The last part is dedicated to the period starting in 2005 and concluded with achievements both in the elections to the Greater London Assembly in 2008 and European parliament in 2009 respectively.