

Abstract

Barack Obama's theme of candidature for President of United States of America, campaigning and then successfully won presidential election have become milestone in American history, when the African American president has been elected for the first time. When candidate in primaries with Democratic Party or in final phase of presidential election against his Republican competitor John McCain Barack Obama became well admired by American and also world public. Unmistakably important role had common unpopularity of previous president George W. Bush.

Obama was also well known and treasured for his novel opinions on events in USA and in the world, as called problem regions (Afghanistan, Iraq, etc.). But main assumption for his election became the way of leading and financing of his campaign. Organisation team introduced new ideas into system like internet campaign in a first place but mainly decisive was the way of gaining finance funds.

In my work I would like to analyse Barack Obama's campaign and reasons why he was elected to be the president. During this campaign rose logical race question considering Obama's ethnic and race origin. I would like to concentrate on how important role in the campaign played color of his skin and if this fact was advantage or disadvantage considering historically deeprooted position of African Americans in American politics and if the campaign was marked by it and how it could cope with situation. I will try to analyse used literary sources, internet links and Obama's speeches. I consider major factor Barack Obama's way of leading and after all winning and role of his origin in election campaign.