

Abstract

Issue of this bachelor thesis is the way how the presidential candidates Barack Obama and Mitt Romney have focused in their campaigns on hispanci voters in presidential elections 2012. The target of this work is to analyse a strategy of Obama's and Romney's campaign towards Hispanic voters. In this analysis will be reviewed candidates' attitudes, concepts and plans to themes, which were key for Hispanic voters. Next issue of this work will be advertisements in Spanish and visitations of states with Hispanic population. This work also analyses reflection of this campaigns and particular means on voting of Hispanic voters in 2012 elections. Based on accessible web articles, statistics, election polls, and secondary literature was analysed the strategy of Obama's and Romney's election campaign towards the hispanic voters. Weighing up of this election campaigns was added by analysis of Hispanic voting in 2012 elections.