

## **Abstract**

This bachelor thesis analyses the election campaign of Freedom and Direct Democracy for the 2016 regional election in terms of content of its themes. The aim of the thesis is to determine to what extent the election campaign of Freedom and Direct Democracy for the regional election in 2016 included national themes. In terms of methodology, this is a content analysis. The work is based on the characteristic of the election campaign of the second-order election theory. The first part of this thesis attends to the theoretical definition of second-order elections with an emphasis on election campaign. Furthermore, the thesis deals with regional competencies and the presentation of the political movement Freedom and Direct Democracy. The second part of this thesis attends to the analysis of election campaign itself. This section includes an election program, an expressions of representatives of Freedom and Direct Democracy, or promotional materials of the election campaign.