

## **Abstract**

The bachelor thesis deals with detailed characteristic of the transformation of the British Labour Party in 1979 – 1994. The core of the work is to provide a deep insight into organizational and personal structure of the party and to analyse party's policy statements. The 1979 ended Labour Party's government performance for a long time. The aim of this work is to observe organizational as well as ideological changes by which the party reacts to its own unsatisfactory electoral results. Finding the reasons why approved modifications did not help the party to win general elections is absolutely crucial. The period before 1979 including the description of international situation and electoral change is described in the opening part to outline initial conditions of further observed stretch of time. Afterwards particular periods between general elections are presented themselves. A full image of problems pursuing labours between 1979 and 1994 is given by analysing manifestos, organization of the party, development of pre-election campaigns and public opinion. The one of the main cause leading to the long-term lack of success was voter's displeasing experience with the last government of the Labour Party. Economic problems profoundly connected with the stagflation, repeated strikes and culminating into well-known Winter of discontent impressed themselves on voter's minds. As result of all of this they lost their confidence in the ability of the Labour Party to maintain the country to economic growth and stability. By contrast the fear of their tax policy had grown within the society. Another factor which unfavourably influenced their reputation was shift towards more radical leftist requirements and tendencies in the early 80s which ended up in inner break-up of the party. These incidents even more strengthened voter's doubts about the capability of the Labour Party to manage effectively the government and so they gave preference to Conservative Party during general elections with the vision of economic growth and stability.