

Abstract

The main subject of this thesis is the analysis of the electoral campaign of the Free Citizens Party for the elections to the European Parliament in 2014, taking into account all aspects of this specific type of election and also the electoral market on which the campaign was implemented. The thesis describes theory of electoral campaigns and defines the relevant socio-political context. In the practical part, it illustrates how the campaign adapted to the market and examines the campaign's use of "second-order election" parameters. Based on this investigation, it is then possible to evaluate party's electoral success. The secondary aim of the thesis is to implement the subject of Euroscepticism, as a political view, into the ideology and campaign of the Free Citizens' Party.