

Abstract

This diploma thesis deals with the German political party Alternative für Deutschland (AfD) between its establishment in 2013 till spring 2017. The aim of this thesis is to find out factors and conditions relevant to the emergence and success of AfD. Conditions of the origin and development of the contemporary eurosceptic parties, far right parties and a definition of this ideological party families are analyzed on the background of a broader theoretical framework. AfD was established as an eurosceptic party in 2013. Party has turned its focus to immigration and Islam and became far right party in 2015. The thesis follows the ideological and program development of AfD and its electoral achievements. This thesis uses surveys with detailed information about voters and that gives a clear idea of how voters perceive and evaluate the party. At the end of this thesis is the analysis of the success factors of the party. The analysis uses the theoretical model of the demand side and the supply side.