

## Abstract

This thesis focuses on the 2014 gubernatorial election in Florida. During this campaign there was a massive occurrence of negative advertising from both candidates. Incumbent Republican Rick Scott, later on the winner of the election, raced against Charlie Crist, nominated by the Democratic Party. Since both candidates have already held the position of governor of Florida, they have both been very well known and even though the necessary documents for being accepted as a candidate were submitted by 46 individuals, only these two candidates were considered as potential winners. The thesis is structured into a theoretical and a practical part, both of them focusing on an analysis of the campaigns of Rick Scott and Charlie Crist. The timeframe of the thesis ranges from the moment of candidacy announcement to general election day. For that reason, the focus is on the primary as well as general election. An important part of the analysis is a general background of the evolution of Florida as a state, its demographic situation, party affiliation and a brief history. The State of Florida is a diverse state where politics plays an important role in public life, but it was affected by the negative gubernatorial campaign of 2014. The main question I will try to explore and answer is whether the negative advertising used during this campaign had a negative influence on voter turnout.