

## **Abstract**

This bachelor thesis deals with the comparison of the OĽaNO party and the coalition of the PS/Spolu. The comparison is done with regard to their origin, development, organizational structure, ideology, program, electorate, and their election campaigns in the 2020 elections to the National Council of the Slovak Republic. The aim of the thesis is to determine similarities and differences, to compare their approaches to the election campaign on the basis of two case studies of the examined political entities. The PS/Spolu, was highly favoured by voters at the beginning of the campaign. On the other hand, the OĽaNO was almost unheard of at the beginning of the campaign. However, the election turned out in a way that the OĽaNO surprisingly became the winner of the election 2020, while the percentage gain of the PS/Spolu was insufficient for parliamentary membership. From an organizational point of view, the parties are very different. In terms of ideology, they find several similarities, but there are more differences between them. This thesis also highlights the strengths and weaknesses of campaigns of both political entities. An important role in this campaign was played in the end of the campaign, when the OĽaNO offered the agenda wanted by voters, while the PS/Spolu has concentrated its forces elsewhere.