

Annotation

The Diploma thesis "*The Rise and Fall of New Labour: A Political Ideology or a Just a Trend?*" focuses on the analysis of a British political course called New Labour. The research focuses on internal and external factors that had allowed this ideology to dominate the British politics over the last 13 years under the established brand of Labour Party. This thesis constitutes a comparative case study, based on the theoretical assumption of time, as well as economic and social constrains of the New Labour phenomenon. The circumstances which back in 1997 allowed the election triumph of New Labour, are often similar to those, that led to its decline a decade later, amid the new social, economic and political climate, caused its decline. This hypothesis is confronted with a secondary research based on the evaluation of broader economic, social and political influences. While the study has proved the validity of the New Labour idea in times of favorable economic and political circumstances, such as the combination of divided opposition and economic boom, it has also shown its failure in the times of economic downturn. Although the vision of New Labour was rejected by the current Labour Party, research and the governing coalition prove that the ideology can successfully operate in combination with Conservative economic policy within the Tory political platform. The New Labour ideology thus to a certain extent constitutes a "Pyrrhic victory" for the party, in which it had evolved.