

## **Abstract:**

The thesis deals with elderly people as voters and their attitudes towards slogans about social security. It examines electoral behaviour and preferences of elderly people and the influence of age on their voting decisions. Part of the thesis is devoted to the slogans of political parties, which are an important part of the campaigns and provides a comparison of election programmes of parties in context of social security. The aim of the empirical work was to ascertain the views and attitudes of elderly people to particular slogans about social securities used in election campaign to the Chamber of Deputies in 2010.