

## **Abstract**

# **Analysis of the TOP 09 Election Strategy in the Regional Elections 2012 - Region of Pardubice**

Diploma thesis „*Analysis of the TOP 09 Election Strategy in the Regional Elections 2012 - Region of Pardubice*“ deals with the election campaign TOP 09 in the elections to the Assembly of the Pardubice Region in 2012. TOP 09 is a political party in the Czech political scene first appeared in 2009. Regional elections in 2012 for the political party represented the first major challenge since its entry into the Chamber of Deputies in 2010 and the opportunity to establish themselves at the regional level. The thesis examines the elections in the Pardubice region in terms of the theory of second-order elections. The research of this theory was made in terms of the first direct elections to the European Parliament in 1979.

The aim of this thesis is to introduce the theory of second order elections and to analyze the election strategy of TOP 09 before the elections to the regional council in 2012 in Region of Pardubice. Based on this theory will be find out if it is possible to apply this theory on the election strategy of TOP 09 and if the election managers of TOP 09 reflect this theory or the election strategy is created independently on this phenomenon.

## **Keywords**

The election to the Assembly of the Pardubice Region, the second order election, election strategy, TOP 09, election campaign.