

Abstract

In this thesis I compare two images of political parties, the image that the parties themselves try to create through the contents of their election programs, with the image of the political parties perceived by the public. This research topic is a reaction to theories questioning the importance of the electoral programs of the political struggle in recent years. I also take into account the electoral preferences of individual respondents during the analysis. I will use data from public opinion polls for my research on secondary data analysis and other research methods will be content analysis.