

Abstract

Populism is a phenomenon, which popularity rise over the Europe, enhanced by immigration and economic situation in some of the EU countries. This thesis is trying to analyze, how much was the populist rhetoric chosen as a strategy to be used by United Kingdom Independent Party in-between 2014-2016 and it is done via the frames the British newspapers gave to the UKIP in the articles and the number of repetition of chosen populist topic in these articles. To settle some basis definitions, the thesis contains short history of the party, an attempt to define populism with emphasis on right wing populism and the brief overview of British Euroscepticism of last 40 years. The quantitative analysis is using articles from The Guardian, The Telegraph and BBC News. The research is done on 50 most relevant articles through the years 2014-2016 connected to one of the topics – Euroscepticism, immigration, antiestablishment and organizational changes within the party. It is trying to prove, whether the tendency to use these populist topics by the party was rising and if it could be marked as party strategy. I tried to prove this by the number of the articles aimed on one of the topics and the reflection of the media analyses way of framing the party.