

Abstract

The aim of this thesis is the examination of campaign strategies used by victors of the 2000 and 2016 U.S. presidential election, with emphasis on swing states. Swing states originate from the Electoral College system and their existence is a unique phenomenon. Firstly, this thesis will explain the origin, the evolution and the very process of the presidential election. Then, swing states will be defined, followed by a historical conceptualization of both analyzed elections with the emphasis being on their ideological background. Next, a theoretical framework needed for the analysis of the elections will be defined and used to pin down the precise strategy used. Both of the elections will then be analyzed, based on their previous election behaviour and available demographical data. In the end, all data acquired will be summarised and it will be evaluated whether the campaign strategies are similar or not.

Key words:

Electoral College; Campaign strategies; Electoral Geography; Bush; Trump