

## **Abstract**

The diploma thesis will analyse the activities of the Radical Party of Serbia (SRS) in the period following the fall of Slobodan Milošević on October 5, 2000 as a result of mass protests till the parliamentary elections in 2003, when the party won the most seats in the Serbian parliament. The victory of the SRS did not become an isolated incident, but, as it turned out later, represented the beginning of a new trend in Serbian politics: the consolidation, reformatting and return of nationalist forces, which later adopted pro-European rhetoric. The aim of the thesis is, first of all, to determine the reasons and premises of the return, secondly to describe the communication strategy of the SRS in the years 2000-2003, which allowed the party to elaborate an effective electoral message under severely unfavourable conditions. To achieve these aims, the following questions will be examined in particular: 1. Whether the renaissance of the Serbian Radical Party's influence does not reflect the fact that the fall of Milošević's administration did not mean a major turning point in Serbia's political development 2. How broad was the support of the nationalist program in Serbian society during the rule of Milošević and after his fall. 3. To what extent was the SRS ready to take on the role of leader of the nationalist force after the fall of Milošević.