

Abstract

This thesis examines and compares the discourse of the Spanish far-right political party Vox in the party manifestos from 2019 and 2023 using the method of thematic analysis. This thesis aims to identify changes and shifts within the discourse the party uses and creates in five areas which represent typical areas of interest of the far-right parties or are based on the specific Spanish context. These areas are: 1. Catalan separatism and the unity of Spain, 2. national sovereignty and the relationship with the European Union, 3. migration, 4. values and culture, and 5. economic and social issues. The research showed three main changes in the discourse of the Vox party between 2019 and 2023. Firstly, in 2023, Vox used much harsher vocabulary in creating a negative discourse against actors the party considers its enemy. Secondly, there is an evident leaning toward populism, which was almost non-present in the manifesto from 2019. The third change is the integration of individual and particular goals into a broader concept of unitary and sovereign Spain. Within this concept, the party uses positive discourse to appeal to the identity features such as language, culture, traditions and history and negative discourse towards migration, globalism, multiculturalism, progressivism and economic left, which, according to the party, represent the threats to unity, prosperity and sovereignty of Spain.