Abstract

Before, after and during the Brexit referendum in the UK immigration has been one of the most popular topics, which politicians discussed in their campaigns. Some of them were supporting the immigrants from the EU, arguing that they were bringing up the economy in the country, helping out the NHS and public services, and supporting the image of the multi-cultural society in the UK. However, others were saying that immigrants were stealing jobs, making unemployment rate higher and salaries lower. Immigration is still a very sensitive topic in the British society, ever since Brexit happened.

This master thesis deals with the Discourse analysis of five main British political parties and the way they talked about immigration in their pre-Brexit speeches and campaigns. The main focus of the research is on understanding, whether immigration was indeed as important during the Brexit debate and also whether some of the UK's political parties tried to form a negative image of immigrants in British society. The analysis bases on the Political Marketing theory and is done by collecting the data out of the primary sources (such as speeches, campaigns and web-sites of the parties), and using the qualitative analysis on them.