Osyková, Linda:

VOLEBNÉ KAMPANE POLITICKÝCH STRÁN NA SLOVENSKU POČAS 1. ČSR

Bratislava: VEDA SAV Publishing. 2012. 274 pages.

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The author of the monograph, Mgr. Linda Osyková, PhD. works as a researcher for Historical Institute SAV and is devoted to the issues of History of Slovakia in the first half of the 20th century with an emphasis on social and political events in the interwar period.

She chose to process the relatively little-known and unstudied issue of electoral campaigns which is a kind of Terra Incognita even in the current view. Her publication is a historical work, which itself increases its value. The present work integrates multiple views themselves. Historical aspects are natural due to the author's university education, as well as its scientific focus.

The historical approach which the author has chosen when framing her publication is already evident in the actual content, which is arranged historically and is conveniently divided into chapters according to the chronology of parliamentary elections in each year (1920, 1925, 1929, 1935) and is further partitioned into subchapters more or less according to the primary themes arising from relevant elections. Placing the topic in historical context 1. Czechoslovakia, which can be confirmed by contemporary tangibility that appear in large scale in the present work.

Another approach, seen as a priority in the "Political system and the Constitution of 1. Czechoslovakia" – which is not marked numerically – is the political approach,

which is neither too deep nor too shallow, analysing the issues of political subjects and objects and their mutual relations and influential relations in the current period. This section is a kind of subhead and is the connection between the introduction and the first chapter. Its presence in the publication has its own meaning and justification, which lies in putting it into the wider context of political tangibility. 1. Czechoslovakia and thus allows a better understanding of the whole publication or understanding of the four subsequent key element chapters.

The given publication ranges on the parameter of political science and history, but due to its title and thematic focus it also applies to the political and electoral marketing.

When studying the publication, significant footnotes can certainly strike the reader's eye, not only referring to the references and stranded sources but also further explaining some lesser known threads, e.g., providing information about some of the more or less publicly known personalities and political or public personalities.

The listed publication has a significant factual nature, i.e. it provides an abundant amount of facts, which in many cases are only little-known to both the lay and professional public.

From time to time we can meet authentic contemporary press and authentic period language in the listed text, e.g. on p. 45.

The publication acts gaily, showing the themes of the subject plastically; it does not have the character of a dry academic text, nor invokes an impression of artificiality. A realistic description of the election campaign also adds vitality to the text, which does not avoid some unethical features. In addition to this, it also describes specific pre-election meetings with voters in a very vivid and convincing way, e.g. on pages 209 and 210. On pages 177–181 specific election slogans and agitation drawings are listed which could portray its opponents in a negative light.

REVIEWS 77

The author has demonstrated considerable depth-studied sources in her work, as evidenced by the fact that on p. 149 it states the specific requirements of political parties in their election manifestos. The author analyses in-depth the organizational structures of political parties, e.g. on p. 31. The specified amount of sources used is indicative of the extraordinary elaborateness which is associated with the design of the work.

Based on the section "Sources and Literature", located on pages 230–235 it can be statistically evaluated that the author visited a total of 6 archives in the Czech Republic and Slovakia and used 16 printed sources from the interwar period when drafting the publication, 55 monographs, 43 articles and studies, 13 compilations and collective works, 9 kinds of contemporary prints and finally 1 electronic source.

The main part of "Image Attachment" serves as icing on the cake, in which photocopies of lists of candidates, promotional and propaganda material of the period are listed.

In conclusion we can state that the publication Electoral Campaigns of Political Parties in Slovakia during the first CSR is an extraordinary achievement by copyright, which is processed very well and the benefits of this publications can be appreciated primarily by the scientific and professional community, but also by those interested in the issue of the electoral history of marketing among the general public.

Alexander Čemez Komunikácia a jazyk, Trenčín Baun, Michael and Marek, Dan, Eds.:

THE NEW MEMBER STATES AND THE EUROPEAN UNION: FOREIGN POLICY AND EUROPEANIZATION

Abingdon – New York: Routledge. 2013. 234 pages.

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The issue of so-called new member states' Europeanisation has been on the top of research agenda especially in the period of (or better to say around) "Eastern Enlargement" of the EU in 2004/2007. Since then, research of the Central and Eastern European Member States as objects of Europeanisation research has become a little less vibrant and mainly provided in the way of single case studies or comparisons covering a limited number of cases. It is thus more than welcome that the editors. Michael Baun from the US Valdosta State University and Dan Marek from the Czech Palacký University, undertook the work to collect twelve country studies (including Cyprus, written by Stelios Stavridis and Christos Kassimeris, and Malta, written by Roderick Pace, and regrettably excluding Croatia) and wrap them with the theoretical introductory and comparative closing chapters.

Even more welcome is the fact that the editors and authors decided to examine the complicated process of a specific mixture of top-down, bottom-up and even horizontal Europeanisation of the foreign policies of these member states. The introductory chapter poses two basic research questions: (1) how does EU membership influence foreign policies, and (2) how are the new member states (NMS) trying to make an impact on the Common Foreign and Security Policy (CFSP)? Such a task proves challenging not only because of the under-examined