

## **Short Summary**

The thesis deals with the election campaign of the Green Party parliamentary candidate Boris Palmer during the mayoral election campaign of 2004. The essay focuses upon how the campaign was planned, organised and carried out. In this way the reader is able to understand the basic principles and considerations of the various measures undertaken, which formed the basis of the election campaign, and how these compare to campaign proceedings described in literature. It is also explained, which available mechanisms and perceptions were employed and to what extent they were implemented. But reference will also be made to those non-implemented measures which available literature explicitly recommended regarding the demands of an election campaign.

The first part of the thesis continues in detail with the planning and organisation of the election campaign. Chronologically it describes the phase, which commenced in early summer 2004 and extended to the first ballot on the 10<sup>th</sup> of October 2004. The second section concentrates upon on concrete achievements of the campaigning and on the various individual methods and materials employed. The actual campaign took place predominantly from September 2004 onwards. Several of the measures illuminated in the first two parts produced no theoretically comprehensible conclusions, prompting Boris Palmer to coin the term “emotional decisions”, so it will also be attempted here, in theoretically grounded steps to compare or corroborate them and consider the fundamental aspects, which have been disregarded by Palmer’s election committee. Incidentally, the reason for many emotional decisions should be regarded in the structure of the election campaign committee and the missing funds for empiric surveys.

Finally, a smaller, third part elucidates and analyses the accomplished campaign in retrospect of the election, which terminated for Boris Palmer on the 10.10.2004, after his acknowledgment of defeat. Given his election result of 3rd place with 21,5 % of the votes, he withdrew from the second ballot scheduled for 14 days hence. He saw no means of unifying the necessary relative majority. In this final part of the thesis, an analyses of Boris Palmer the person will be undertaken, in order to a draw context between the scientific reflection of the first two parts, the actual perception of involvement, and to highlight differences in approach.