

## ABSTRACT

Szabó, Márton

### DISCOURSE ANALYSIS OF PUBLIC POLICY

The paper describes the democratic and discursive practice of the implementation and analysis of public policy programmes, in which a key role is played by public and common interpretations and debates. Four major schools were formed in the second half of the 20th century. Argumentative analysis deals with the arguments public policy actors use to support or deny public policy measures. Narrative public policy analysis describes how public policy actors interpret events and their internal relationships along a temporal axis. Cultural public policy analysis emphasizes the decisive role of cultural circumstances. Ethnographic analysis examines particular public policy programmes focusing on their meaning. All four trends attempt to show that a decisive factor in the implementation of public policy programmes is discourse coalition, which is formed through public debates and talks of the actors involved.

**Keywords:** Public policy, argumentative discourse analysis, narrative public policy analysis, cultural public policy analysis, ethnographic public policy analysis, discourse coalition.

Enyedi, Zsolt

### SMART VOTING AND PROVOKED PARTICIPATION

Voting Advice Applications are increasingly popular across Europe. Their ways of functioning and their impact on attitudes and voting behaviour are still little explored. The article gives an overview of the state-of-the-art, and then reports about a new Hungarian experiment. In the framework of a panel study subjects first filled in a questionnaire, then some of them were sent to two smart vote portals, to Szavazatszonda and to Választási Iránytű. Some received advice from both, some from one, the control group visited none. In the second wave the subjective impressions of the VAA-users were collected. After the elections, in the third wave, the subjects were asked whether they voted and if yes then for which party. The unprecedentedly complex experiment proved that the two VAA projects, in spite of the many differences in their structure, provided visitors with roughly similar pieces of advice. As far as the minor differences

are concerned, the different proportions of pro-Jobbik advice were explained by the thematic composition of the questionnaires. According to the subjective recollections seven per cent of the users changed their vote intentions due to the received advice. But the third wave of the panel study failed to confirm the existence of such an impact, and there was no proof for the mobilizing or demobilizing effect either. It turned out, however, that those who received identical advice from the two websites went to vote in significantly higher numbers.

**Keywords:** Voting advice applications, smart vote, mobilization, political behaviour, internet, parties

Veronika Tamás  
LOCAL CLEAVAGES

The hypothesis of this essay is that there are conflicts at local level, which permanently divide the local society; are represented in local politics and produce permanent cleavages.

The concept of cleavage is not based on the classical idea of Stein Rokkan, in which the socio-demographic attachment of cleavages is of basic importance, but on the concept of representatives of “new politics”, in which cleavages are not attached to the cluster belongings of civilans.

In this essay the concept of local cleavage claims that there are such permanent local conflicts which permanently divide a local society, and are represented in the sphere of politics, and have the power of group-forming.

In the essay I describe four potential cleavages: territorial, personal, ethnic, and industrial conflicts are presented by the examination of concrete examples.

**Keywords:** Cleavage, local politics, conflict, local society, local government

Adrienn Tóth  
YES OR NO – THE HUNGARIAN PRACTICE  
OF LOCAL REFERENDA (1999–2011)

In my essay I study local referenda between 1999 and 2011. I consider this research important, because most of the foregoing researches focused on national referenda and there are substantially fewer analyses about local ones. Referendum is one of the most important instruments of direct democracy and of the right to local governance. This institution gives inhabitants the possibility

to influence the changes of their direct environments and to express their opinion between two elections. The main initiators can be the citizens themselves who can mobilize the residents of various localities to make decisions about the lot of their settlement directly and personally. A referendum can be held on any kind of public affair with a few explicitly named exceptions.

Studying the Hungarian practice my first question is about the main users of referenda. Are inhabitants the real initiators or are the referenda additional instruments in the hands of local governments? Important factors to consider are the level of mobilization, the most preferred and frequent themes of referenda and their territorial distribution, to be assessed in terms of demography, the size of the settlements and their social-economic condition.

I further present two case studies. One of them is about the referendum held on the installation of a NATO military radar in Pecs, 2007. The second is about the referendum in Szerencs (2010), where the question was a choice between more workplace versus the UNESCO world heritage classification. Both initiatives came from citizens and the whole country followed events with attention.

**Keywords:** Local referendum, direct democracy, local government, participation ratio, validity, success

Ondré, Péter

VIRIBUS UNITIS?

Close inter-party cooperations at home and elsewhere

My paper focuses on an often neglected topic of inter-party relations: the concept of close cooperation amongst political organizations. What are the definitive criteria of tight collaboration? What explains or justifies the extant alliances of otherwise competing political parties? I have commenced my work by studying and bringing forward prominent international precedents. Having done so, I have proceeded by utilizing the outcome of the survey in my attempt at developing a general concept of party-symbiosis by inductive means. By symbiosis, I referred to prolonged, durable, extensive and mutually beneficial forms of political cooperation. Ultimately, I have compared the displayed international examples to the case of Fidesz with KDNP in order to demonstrate the most relevant differences between the pure concept of party-symbiosis and the practice of the two Hungarian parties.

**Keywords:** Party-symbiosis, political cooperation, cleavage, Fidesz-KDNP

Patkós, Veronika – Vay-Farkas, Eszter  
CAN POLITICS MAKE PEOPLE HAPPIER?

The effect of voting for the governing party on individual happiness

This paper examines how politics can affect people's personal happiness. According to our hypothesis, voting for the governing party can significantly influence individual happiness. The hypothesis is tested on five Hungarian survey databases between the years of 2002 and 2010, using a multivariable linear regression model. With the empirical data analysis this paper proves a positive interrelation between voting for the governing party and subjective well-being which effect increases within the examined period of time. Based on these results, the paper highlights a deficiency of expressive models as they only investigate the direct benefits of voting. On the contrary, it seems that election results can influence subjective well-being some years after the elections, as well.

**Keywords:** Voting for the governing party, happiness, subjective well-being, party identification model, rational model