

## **Abstract**

The increasing popularity of populist parties in Europe, demonstrated in particular by their electoral success, is attracting increasing attention from the academic community. Although the phenomenon of populism is nothing new and has already been reviewed from a number of different perspectives, it still represents a diverse field for deeper analysis. The thesis deals with the case of the French National Front and its changes during its most successful election campaigns, that is in the presidential elections in 2002 and 2017. Specifically, the thesis also focuses on political communication and especially on the change it has gone through at its management level. By comparing the performance of both leaders and their agenda, the work allows a closer insight into the problem of transforming the ideological base as well as the ways of political communication. The outcome of this work is the analysis comparing the election campaign of Jean-Marie Le Pen and his daughter Marine, the current party leader. The work also contributes to the debate around *dédiabolisation*, or the de-demonization of the National Front launched under the leadership of Marine Le Pen.