

Abstract

In recent years, Marine Le Pen has been trying to steer away from the far-right past of the National Front (now the National Rally) to become a "party like any other" and thus become a part of the French political mainstream. Since Le Pen became its chairman in 2011, the party has undergone many changes through which the National Front has tried to normalize its rhetorics in order to regain its lost credibility in the eyes of the public. For this transformation, the term *dédiabolisation* is used, particularly in France. In 2017, Le Pen ran for the French president. Though Emmanuel Macron eventually succeeded in the second round of elections, 33.39% of the votes that the National Front candidate received may be perceived as a genuine return of the party to the struggle for political power. Thus, in the context of the growing electoral preferences of populist radical right-wing parties, this thesis addresses the "normalized" discourse of Marine Le Pen in the presidential election and identifies its far-right aspects. A detailed analysis both of her pre-election speeches and her political program then outlines the direction in which France could move towards under the potential rule of the National Front.