

Abstract

This bachelors thesis deals with the decline of popularity of the last three French presidents (Nicolas Sarkozy, François Hollande, Emmanuel Macron). Each and every single one of them witnessed the lowest levels of popularity in the history of the Fifth republic. The thesis is trying to determine whether this decline is due to some systematic changes in the perception of the office of the President of the Republic and whether the phenomena are recurring at the societal level. Instead of analysing the macroeconomical factors, it is rather focusing on the society and the systém itself, while comparing the presidents on different levels. The first part of the thesis lays down the theoretical framework of the French political system and the changes after the reform in 2002. The next chapter determines how these changes influenced the electoral behavior and describer the presidential elections. The next part shifts focus more on the Presidents itself, by describing their media strategy used in the campaigns and introduces the question of personalisation of power in France. Finally, these elements are confronted with data on the evolution of popularity in the first year and a half of the mandate with the objective of demonstrating that these problems are common for the chosen Presidents and are influencing their popularity from the very beginning.