

Abstract

This bachelor thesis centers on the personality and politics of Silvio Berlusconi in the Italian political system from the year 1994 until 2018, this being the period from his entry into politics, until his last elections in which he candidated. The goal of this bachelor thesis is to answer the question why is Silvio Berlusconi a permanent part of the Italian political scene despite all of his negative controversies. In the first part of the thesis the autor will focus on the crisis of political parties in the 90s of the 20th century and the subsequent development of the Italian party system, the phenomenon of videopolitics and concepts of populism. The second part will focus on the rise and progression of Silvio Berlusconi and his party Forza Italia. The basic source for this analysis will be the selected political programs of the Party Forza Italia, depicting the values it offered to Italian voters, and the party's electoral gains as an expression of said voters.