

## **Abstract**

This case study discusses the role of Turkmen president Saparmurat Turkmenbashi's personality cult as a part of Turkmen totalitarian ideology. The work's scope is restricted by a time period beginning with the country's declaration of independence in 1991 and ending by president's death in 2006. The work analyses the manner the personality cult served the president to keep his power. It builds upon a thesis that personality cult is a defining feature of Turkmen totalitarianism. Using empirical analysis, the author attempts to analyze the effects of the personality cult on the society and daily life in Turkmenistan and tries to clarify the mechanisms of political power and the position of the personality cult within the regime. The cult marks many aspects of daily life in Turkmenistan - politics, society, architecture, culture, media and even the schooling system and history interpretation.