Abstract

The purpose of my thesis is to analyse the role of the immigration issue in the presidential campaigns of Nicolas Sarkozy in 2007 and 2012. The thesis is divided into two parts. The first part illustrates the subject of this thesis in theory. It describes the development of the immigration question in France after the Second World War, and then addresses the rhetorical style of Sarkozy called "sarkozysme". The second part treats the outcomes of a Computer-assisted Text Analysis, a method described by sociologist Martin Hájek. The result of this process is a schema presenting the co-occurrence of the most frequent words in a text.

In the second part, the schemas of the campaign of 2007 and 2012 are examined separately with regards to the role of the word "immigration". In the last chapter, the context and importance of "immigration" is compared. The aim of the thesis is to prove my initial hypothesis that the immigration issue had a negative connotation in the context of Sarkozy´s speeches in 2007 and 2012, and that its importance had a growing tendency. The first claim was only partly proven as the immigration issue in 2007 had unexpectedly positive connotations whereas negative ones in 2012. The growth of its importance was proven and demonstrated.