

**Abstract:**

The bachelor thesis deals with the figure of Juan Domingo Perón and the ideology of Peronism in Argentina. It examines the period from the 1940s, when Perón's gradual rise to power began, to the fall of his regime in 1955. The thesis analyzes the far-reaching socio-economic changes, which occurred during the first two Perón's presidential terms, such as the significant improvement of living conditions for the lowest classes in society, especially the working class. But it also examines the widespread repressions, which the regime applied to their opponents. The thesis also focuses on the interpretation of the Peronist ideology and it tries to determine what was the significance of the presidential couple Juan and Eva Perón. Based on primary sources and secondary literature the thesis comes to the conclusion that the figure of Perón was totally crucial for the entire regime and ideology, whilst the figure of Eva Perón was rather a tool of the Peronist propaganda.