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Charisma's Triumph over Organization: Peronism Throughout the Decades

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Alyssa DiPadova



17 October 1945





**Perón:
1946-1955
1973-1974**



**Menem:
1989-1999**



**Nestor: 2003-
2007;
Cristina: 2007-
2015**





**GGT: Confederación General del Trabajo
(General Confederation of Labor)**



Demonstración - Antonio Berni



**BREAD
AND
WORK**



governments
liberalism
absolutist
absolutism
oligarchy
professional
democracy
constituency
liberal
interest
favoured
association
common
opposition
juridical
seminaries
organic
divergent
spiritualism
anarchist
penguins
socialism
capitalist
clan
solidarity
totalitarian
institution
collaboration
social
communes
imams
sectoral
guild
marginalization
national
state
corporatism
labour
employer
advocated
capitalism
communitarian
political
epithet
functionalism
perceivable
class
fascism
fascist
types
union
trade
socialism



PERON CUMPLE

YA SON NUESTROS!

7 DE MARZO DE 1949

**PÉRON DELIVERS.
NOW THEY ARE OURS!**



**FORJADOR DE LA
NUEVA GRAN ARGENTINA**

**FORGER OF THE NEW
GREAT ARGENTINA**



Partido Peronista



Distrito Córdoba

ELECCION NACIONAL DEL 11 DE NOVIEMBRE DE 1951

VOTO

PARA PRESIDENTE DE LA NACION:
JUAN DOMINGO PERON

Para Vicepresidente:

J. HORTENSIO QUIJANO

Para Senadores Nacionales:

ELVIRA E. RODRIGUEZ LEONARDI
ATILIO ANTINUCCI

Para Diputados Nacionales:

Circunsc. Nº

- | | |
|----|-------------------------|
| 1 | JUAN FRANCISCO BRIZUELA |
| 2 | PABLO LOPEZ |
| 3 | PEDRO A. ORDOÑEZ PARDAL |
| 4 | ROBERTO DOMINGUEZ |
| 5 | RAUL C. BUSTOS FIERRO |
| 6 | EDMUNDO PARINO |
| 7 | LUIS ATALA |
| 8 | SILVERIO MORENO |
| 9 | JOSE BARTOLO POSADA |
| 10 | EZIO ARMANDO GARENA |
| 11 | ORESTE A. ZEREGA |
| 12 | GERARDO LOPEZ |
| 18 | MODESTO A. S. SPACHESSI |



Partido Peronista



Distrito Córdoba

ELECCION PROVINCIAL DEL 11 DE NOVIEMBRE DE 1951

VOTO

PARA GOBERNADOR DE LA PROVINCIA:
RAUL F. LUCINI

Para Vicegobernador:

FEDERICO DE USA

Para Diputados Provinciales:

Pastor Abregú	Salomón Sanzar
Enrique S. Carratalá	Roberto Saieg
Lázaro Suárez	Mannel H. Quero Matos
Rubén M. S. Bisio	Juan Rafael Brottier
Héctor M. Olmedo	Victor A. Lynch Altamira
Raúl A. Ramirez Caspevilla	José P. Mosquera Ferrando
Pedro Ochoa Romero	Miguel A. Rodríguez de la Torre
José Pace	César O. Géliz Diaz
Felipe S. A. Fox	Enio A. Mastrogiovanni
Abelardo A. Barbosa	Luis Domingo Icardi
Raúl Piacenza	Hugo Virgilio Reyna
Antonio M. Iglesias	Feliciano Maidán Godoy

Para Senador Provincial por el
Departamento Colón:

Julio Salusso



GETTY IMAGES

EVITA

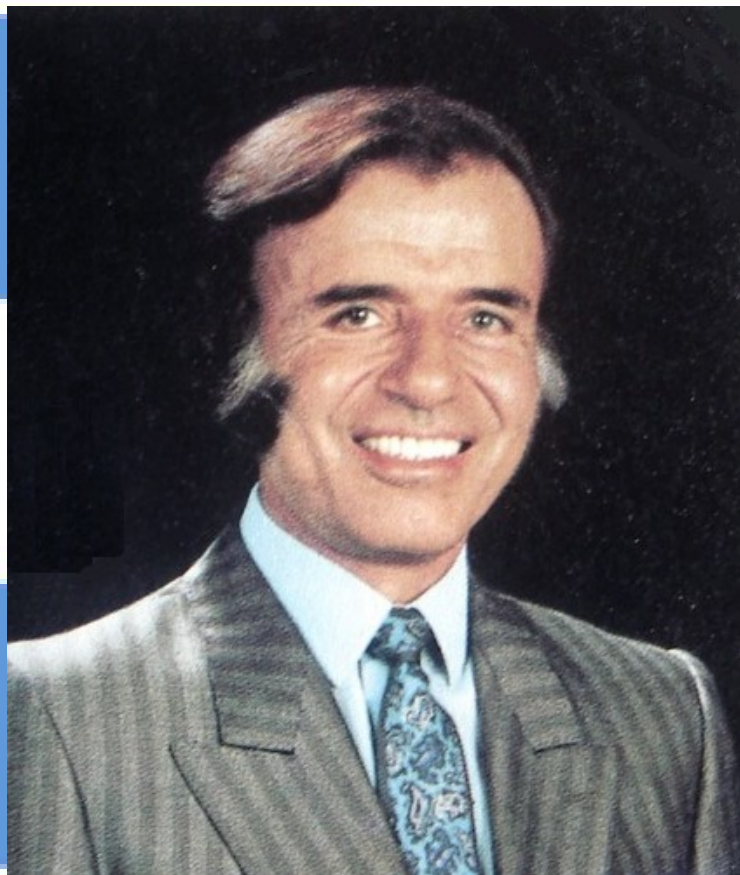


THE REASON OF MY LIFE

Left: “The kids dress well. The Eva Perón Foundation gives clothes to all who are in need.”

Right: “Mama and papa love us. Perón and Evita love us.”





**NOW UNITED
NOW MENEM**

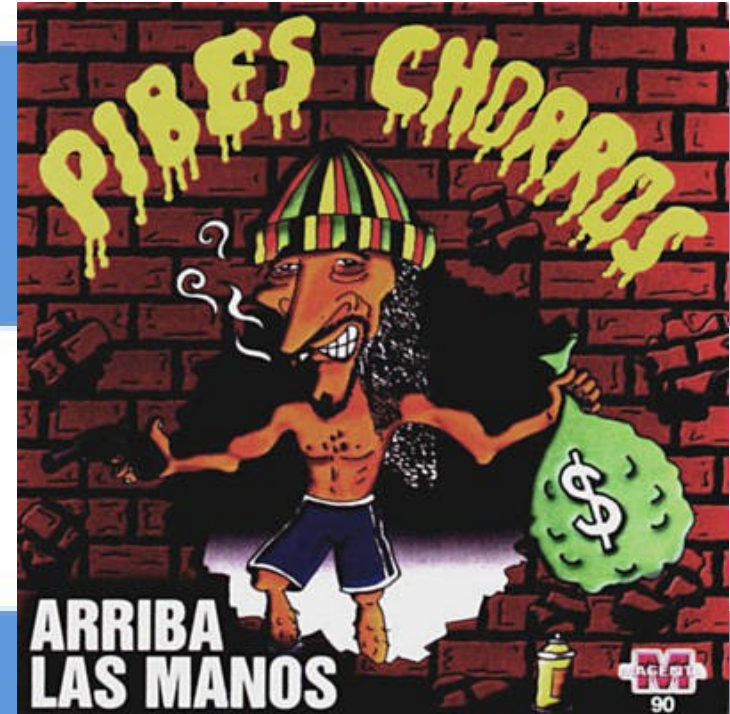


"BASIC UNIT"
"THE PERONIST MEN"
"WHERE THERE IS A PERONIST
THERE IS HOPE"

MENEM & CLINTON



Villa 31



**Cumbia villera -
Music surged in the 90s as a
response to poverty, violence,
and drugs**

“The weakly routinized nature of the PJ organization left [party leaders] with few opportunities, and little incentive, to challenge Menem...there was an absence of a stable bureaucracy with established career paths and secure tenure patterns, many non-Menemist party leaders bandwagoned to Menenism in an effort to preserve or advance their careers...the weakness of the PJ’s authority structures allowed Menem either to ignore the formal party leadership...or to stack it with government officials...and the absence of horizontal links undermined the capacity of internal critics to build intra party coalitions.”

-Levitsky 2003



**DUHALDE
AND
NÉSTOR
KIRCHNER**



QUE SE VAYAN TODOS: ALL OF THEM MUST GO!



“The poor gained work, social protection, consumer credit; the middle class gained reinforced labour rights, wage rises above inflation, cheap consumer credit and subsidized travel...the state gained employees and doubled the tax base; inequality fell for the first time in 20 years..housing was built and renovated...schools were constructed, and spending in education reached 6 per cent of GDP...”

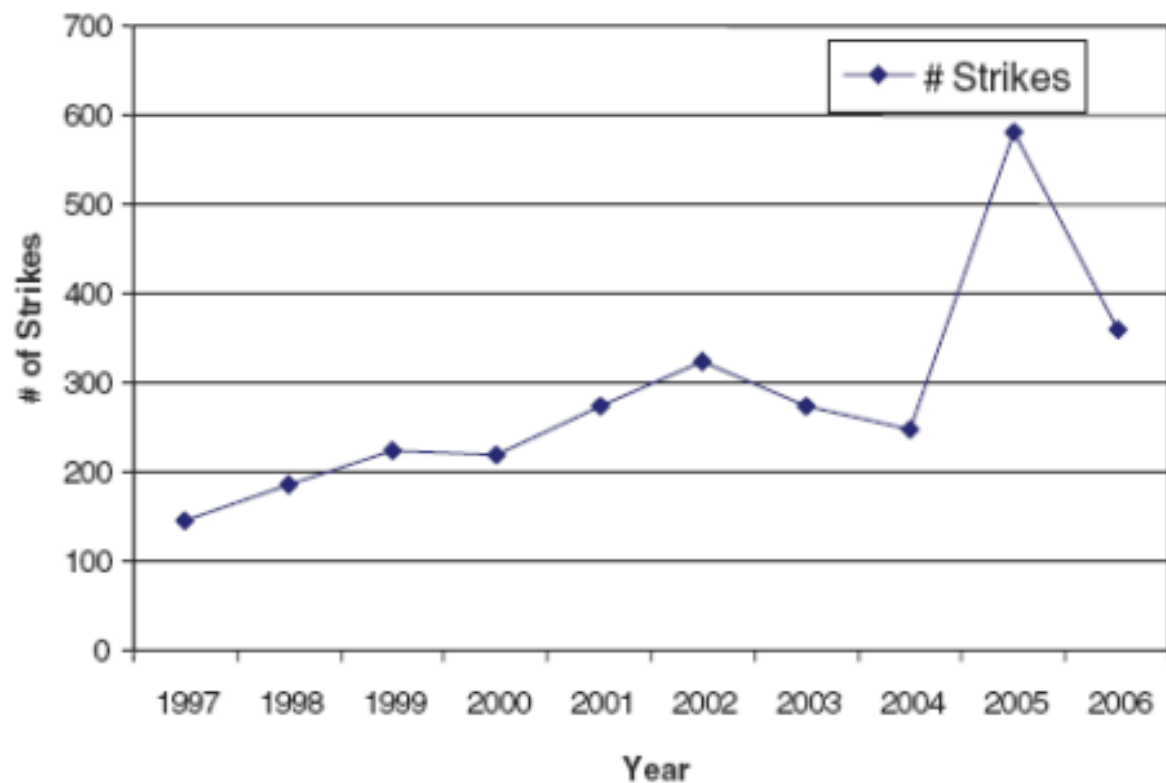
-Levy 2017



NÉSTOR AND LAS ABUELAS DE LA PLAZA DE MAYO

CRISTINA AND SOCIAL LEGISLATION

FIGURE 1: NUMBER OF STRIKES IN ARGENTINA, 1997-2006





Perón Lives

**Strength
Cristina--Thank
you Néstor**

**Perón
Delivers--Eva
Dignifies**



gettyimages
AFP

	Perón	Menem	Kirchners
Ideology	Mixed; Eclectic	Right, Neoliberalism	Left-center progressive
Leadership Style	Populist, Autocratic	Autocratic	Populist, Autocratic
Party Institutionalization	Weak	Weak	Weak
Mobilizing Structure	Corporatism	Decentralized clientelism	Neo-Corporatism



THANK you