

Abstract

Diploma thesis „Media campaigns of Silvio Berlusconi during general elections from 1994 to 2008“ deals with the election campaigns and their cover in mass media. It summarizes style of campaign of the Berlusconi’s political party Forza Italia and his coalition. The thesis compares these campaigns with those of main opposition, left-central coalition. The beginning of the thesis devotes to the résumé of Berlusconi’s biography and to his entry to the politics. Further chapters summarize political situation between single campaign and they describe these campaign including their media cover. Significant space is devoted to potential influence on voter’s decision because of the Berlusconi’s media empire and because of his control over dominant commercial television stations Mediaset.