

Abstract

The thesis deals with the elements of left-wing populism in Jean-Luc Mélenchon's candidacy for the French president. In the empirical part, it uses critical discursive analysis to examine the programmes for the 2012, 2017 and 2022 elections, paying attention also to the presentation of the presidential candidate and his public statements. The aim of the thesis is to find out how Mélenchon's discourse of left-wing populism has evolved and whether he has exploited or handled moments of social crisis in his campaigns. The research also focuses on the concept of mainstreaming populists, according to which they depart from their original ideals to make their rhetoric more acceptable to a wider range of voters, doing so in an attempt to achieve increased electoral results.