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THE PARADIGMATIC POPULISM OF HUGO CHAVEZ

(Summary)

The article makes a brief review of the key characteristics of Hugo Chavez's populism. Structurally, it is divided into four parts, which correspond to the following research aims: firstly, to outline the common tendencies of the research on the subject. Secondly, to introduce the historical context in Venezuela that conditions the rise and development of the Revolutionary Bolivarian Movement-200 and of its successor – the Movement of the Fifth Republic. Thirdly, to draw out the peculiarities of Chavez's populist discourse, inasmuch as the gathered empirical data show that quantitative accumulations do not lead to qualitative changes. Fourthly, to examine the Venezuelan leader's populist strategy in its mobilization, organizational and institutional aspects.

Keywords: Hugo Chavez, populism, populist strategy, populist discourse.

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