



L'uomo dello schermo: De Gaulle e i media (Studi e ricerche) (Italian Edition)

Riccardo Brizzi

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Protagonista della storia politica europea del Novecento, Charles de Gaulle è stato anche un pioniere nel ricorso ai mass media. Dopo essersi ampiamente servito della radio durante la seconda guerra mondiale (guadagnandosi il soprannome di "Général-micro"), una volta tornato al potere nel 1958 avvia un sodalizio intenso e fruttuoso con la televisione, denunciato dai suoi oppositori come «telecrazia». Questo volume ricostruisce le modalità di utilizzo e di ferreo controllo del mezzo televisivo adottate dal generale de Gaulle tra il 1958 e il 1969, mettendo in luce il ruolo che l'associazione tra potere carismatico e televisione ha svolto nel legittimare la leadership gollista e nel determinare un'evoluzione in senso presidenziale delle istituzioni della V Repubblica. Dagli esordi stentati davanti alle telecamere, corretti grazie ai consigli di pubblicitari ed esperti del settore, alle magistrali apparizioni nei momenti drammatici della guerra d'Algeria, sino alla campagna presidenziale del 1965 e alla crisi del Maggio 1968, quello che si delinea è un avvincente affresco della prima leadership televisiva della storia europea contemporanea.



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