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Creating Charismatic Bonds in Argentina: Letters to Juan and Eva Perón (Diálogos Series)

Donna J. Guy

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In collecting hundreds of letters to Juan and Eva by everyday people as well as from correspondence solicited by Juan Perón, this book promotes a view that charismatic bonds in Argentina have been formed as much by Argentines as by their leaders, demonstrating how letter writing at that time instilled a sense of nationalism and unity, particularly during the first Five Year Plan campaign conducted in 1946. It goes beyond the question of how charisma influenced elections and class affiliation to address broader implications. The letters offer a new methodology to study the formation of charisma in literate countries where not just propaganda and public media but also private correspondence defined and helped shape political policies. Focusing on the first era of Peronism, from 1946 to 1955, this work shows how President Perón and the First Lady created charismatic ways to link themselves to Argentine supporters through letter writing.

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