

## Assertive Slogans for Undecided Voters

### *Election Campaign in Italy*

NÒRA KRICSFALUSI

#### *Abstract*

On the December 21, 2012 Mario Monti resigned from the post of a prime minister after the People of Freedom party headed by Silvio Berlusconi withdrew its support for his technocratic government last year. Thus, general elections will be held in Italy on February 24–25, 2013. There is a short but dynamic campaign where three main electoral alliances fight for the votes: the centre-left, which is expected to win the elections, the centre-right People of Freedom in alliance with North League, and the centrist electoral coalition headed by Monti. Although Italy traditionally has a high participation in elections, due to the numerous political corruption scandals citizens' confidence in parties has declined significantly. In addition, opinion polls estimate that the political crisis has increased the number of undecided voters. Due to complicated tactics among parties, it is not easy for the voters to see clearly those compromises that parties might make to get as a ruling majority. The question is which party can attract most of the undecided voters; and if the probable winner – the centre-left – wins, will it be able to form a stable coalition, or will it govern again with a heterogeneous coalition that includes numerous parties. In this article the focus will be on the electoral alliances and the main topics and events of the electoral campaign based on the content of articles of the major Italian daily and weekly papers.

*Keywords:* economical crisis, electoral alliances, campaign, political parties, Monti, Berlusconi, Bersani

\*

#### *Outline of Article*

The electoral alliance of the centre-right  
The centre-left's chances of winning  
The alliance of the centrist parties  
Campaign topics, programs and promises

*The Article soon be published ...*

\*

<http://www.southeast-europe.org>  
[dke@southeast-europe.org](mailto:dke@southeast-europe.org)

© DKE 2013.